

# ELECTRICAL MERCHANDISING

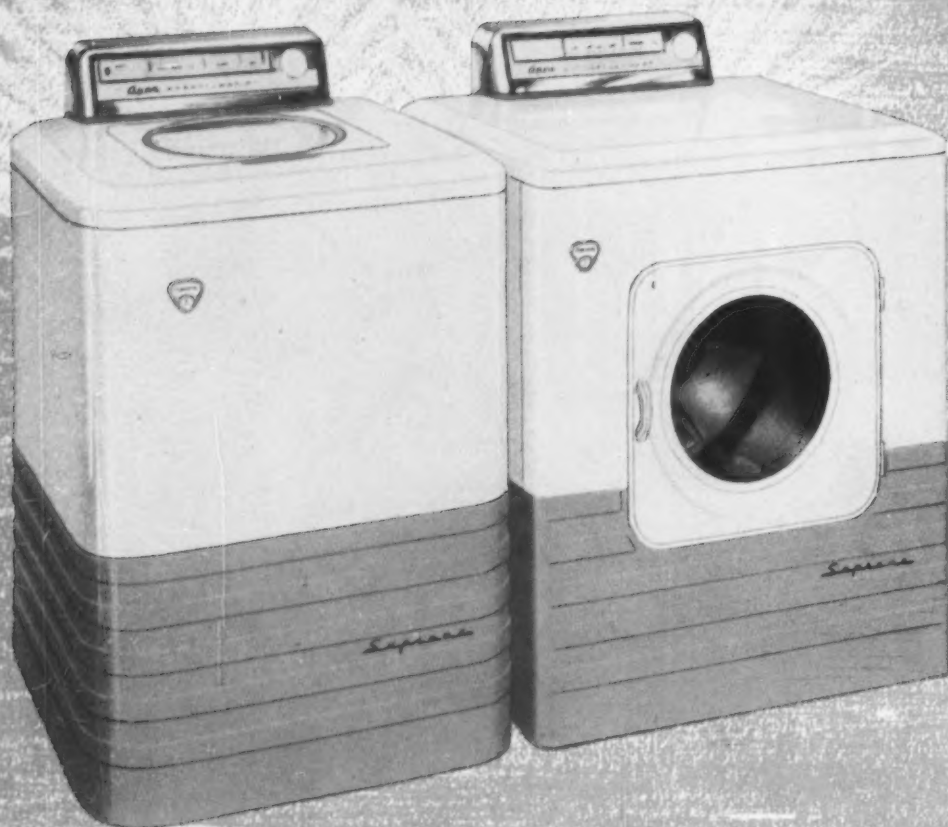
AUGUST 1953

McGraw-Hill Publishing Co., Inc.

PRICE SEVENTY-FIVE CENTS



SYD LANDI



## NEW APEX

# Supreme

### Matched Automatic Laundry Set

- Color-Matched in Beautiful Decorator Blue and Gleaming White!
- New Sparkling Chrome Control Panel with illuminated "Washing Rule" and Tub Interior!
- Two new Dryer features—Look-in Door... Germicidal Lamp that Sanitizes Clothes with Sweet-Smelling "Sunshine" Odor!

*The beauty of color styling*

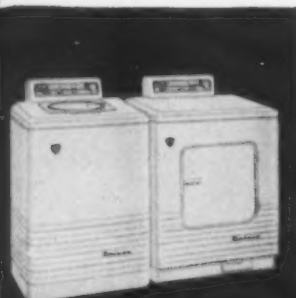
**adds even greater sales appeal to the Apex WASH-A-MATIC and AUTOMATIC DRYER!**



Now Apex announces the *only* Fully Automatic "Step-Up" Washer-Dryer line in the industry! You can offer the most complete . . . most competitive laundering line on the market—all 3 sets are completely automatic to help you close every type of washer-dryer sale!

The New APEX SUPREME models are America's top quality washer-dryer combination sets...their gorgeous color-styling means extra sales—display them! The famous APEX DE LUXE set in gleaming white is a proved sales maker! The New STANDARD line features exclusive Apex automatic laundering quality at "leader" prices!

Every Automatic Washer in the new Apex "Step-Up" line . . . has the famous Apex SPIRAL TUB AGITATOR that Obsoletes All other Washing Methods!



### DE LUXE Matched Laundry Set

This is the famous WASH-A-MATIC—Automatic DRYER team that's proved itself in thousands of homes all over America! It has all the exclusive APEX features that make it "Tops" in the moderate priced washer-dryer field!

### STANDARD Apex Laundry Set

Here is a brand New Apex WASH-A-MATIC . . . the Only fully Automatic Washer at its low, Budget-Price! "Teamed" with the famous APEX Timer Dryer, it's the hottest advertising "special" in the washer-dryer field . . . display and feature it in every promotion!



# Apex

## HOUR- SAVING APPLIANCES

The Apex Electrical Manufacturing Company • Cleveland 10, Ohio

*We don't believe in  
work for women*



WASH-A-MATIC  
CLOTHES WASHERS



AUTOMATIC  
CLOTHES DRYERS



FLOATING-ROLL  
IRONER



SPIRAL DASHER  
WRINGER WASHERS



DISH-A-MATIC  
DISHWASHER SINK



DISH-A-MATIC  
ROLL-A-WAY



WASTE-A-MATIC



STRATO-CLEANER





## The Cover . . .

DRAWING BY SYD LANDI

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INTERNATIONAL COVERAGE BY



ELECTRICAL MERCHANDISING—AUGUST, 1953

PAGE 1

# WESTINGHOUSE SHOWS... HOW TO STRETCH INTO A DOUBLE!

## The Westinghouse Guaranteed Value Trade-in Plan Tells You How to Make TWO PROFITS!

Westinghouse retailers can stretch a single profit on the new appliance sale into an added profit on the trade-in sale. Since over half of the new appliance sales this year will involve a trade-in, this is a welcome source of extra revenue.

The Westinghouse Guaranteed Value Trade-in Plan details an easy, step-by-step method of making your trade-in business pay off handsomely no matter how small or large your operation may be. It is working right now for hundreds of others and will work for you.

**Here's how** some typical Westinghouse retailers have put the plan to work successfully and are enjoying an increasingly profitable trade-in business...



### THE EDWARD C. MINAS CO. Hammond, Ind., Population 87,594

This Westinghouse retailer in the Chicago area organized his trade-in program in March, 1952. During the first three months of operation, 139 used appliances were taken in on NEW ones and resold at a total retail price of \$11,990.00. Before using an organized trade-in plan, he would have taken in only 15 used appliances during the same 3-month period.

Mr. Minas attributes many new appliance sales to his trade-in operation for two reasons: 1. More prospects buy BECAUSE THEY CAN TRADE IN THEIR OLD APPLIANCES; and 2. Shoppers who come in to look at the used merchandise CAN BE SOLD UP to new appliances.

Recently the Minas Co. moved their used appliance selling center to a larger building because of the expanding volume of business.



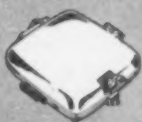
See our two popular TV shows every week

FREEDOM RINGS

WESTINGHOUSE STUDIO ONE Summer Theater



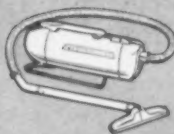
FROST-FREE



GRILL-N-WAFFLER



STEAM OR DRY IRON



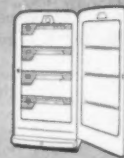
CLEANER



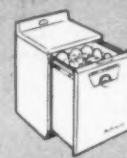
ROASTER OVEN



MOBILAIRE



HOME FREEZER



DISHWASHER

# A SINGLE



## WILLS FEED & SUPPLY CO. Micklyville, Ind., Population 950

This suburban Indianapolis retailer says that he would lose over 50% of his new appliance sales if he did not offer to trade.

He finds his trade-in program so profitable that he is opening a new 20' x 60' building with a first floor Used Appliance Selling Center and complete reconditioning facilities in the basement. In this new building, he is confident that he will clear 25% PROFIT on used appliances as well as boost his new appliance sales.



## S & A AUTO PARTS & APPLIANCES Westerville, Ohio, Population 4,112

This small-town retailer says that his trade-in program has increased his volume more than 20%. He finds that reconditioning used appliances is profitable and sells very few items "as is". In 1952, he sold over 100 new appliances and accepted and resold 25 used appliances.

**Ask** your Westinghouse distributor for the Guaranteed Value Trade-in Package and put the plan to work right away so that you get your share of this year's profitable trade-in business! This is just another of the many reasons why a Westinghouse franchise is the most valuable in the industry.

WESTINGHOUSE ELECTRIC CORPORATION • ELECTRIC APPLIANCE DIVISION • MANSFIELD, O.

# YOU CAN BE SURE...IF IT'S Westinghouse



LAUNDROMAT



DRYER



FOOD WASTE DISPOSER



RANGE



WATER HEATER



TOASTER



FOOD CRAFTER



DEHUMIDIFIER



ELECTRIC BLANKET

**IN WATER HEATERS**

There's  
only  
one

**Permaglas<sup>®</sup>**

*and it's made by* **A.O. Smith**  
CORPORATION



# The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

## The East



By ROBERT W. ARMSTRONG

**Air conditioners and fans hold up June volume with an assist from radios and record players . . . Refrigerators and freezers are still feeble and retailers worry over price rises**

WITHOUT air conditioners and fans, eastern retailers wouldn't have much of a June volume to crow about.

You can almost sum up the fan business with two words: sold out. One Philadelphia retailer reports that in 20 calls to as many fan suppliers he was unable to get a single unit. But, given hot weather, you can almost predict a fan cleanout. That's the traditional pattern of the industry.

Air conditioners are something else again. This is the year that most of the industry predicted would be the year and for which production schedules were materially increased to meet an expected demand of somewhere around 700,000 units. In the East, at least, the market has been everything that anybody expected. By the end of the first week in July many dealers were reporting sales as double those of 1952. In New England, for example, sales were reported as anywhere from 30 to 75 percent ahead of last year—the variation depending primarily on whether dealers had ordered enough in advance.

The Buffalo, New York, area was one of the few to report slower sales than in 1952, but Buffalo, normally a poor air conditioner market, had unusually hot weather in June of 1952. Even in the New York market, where few retailers ever betray a bubbling optimism, there is cheer about air conditioners. One discounter there who is giving only 10 to 29 percent

off on air conditioners as against 25 off on refrigerators briefly expresses the reason for his satisfaction: "I can make more money selling a \$300 air conditioner than a \$500 refrigerator."

A Long Island dealer says, "From the looks of things, washers and air conditioners are taking the place of refrigerators as summer sales builders."

Two of the most air conditioner-happy retailers in the Philadelphia area say that first-half sales were double and quadruple the 1952 record. A Washington, D. C., department store sold more air conditioners in the first six months than in all of 1952. A dealer there says he did as well.

**The Dark Cloud.** Every silver lining has its dark cloud. And appliances generally seem to be it. While nobody has been able to get any stocks of air conditioners and fans—except for some lesser-known brands—nearly everybody has plenty of refrigerators and freezers.

Theoretically, these four items should provide the bulk of summer sales. But refrigerators and freezers haven't come through. For example, utility outlets in New England report that refrigerator sales have been from 10 to 20 percent under June of 1952 and that refrigerators now comprise only about 20 percent of total volume as compared with a former 40 percent. A Long Island dealer says, "The last two months of refrigerator business (May and June) went down about 20 percent from 1952." A Philadelphia merchant figures June refrigerator sales off 30 percent from the previous year. Another in the same area says 20 percent, but adds that June sales were even below May. Some Washington sources find refrigerator sales fairly good, but two wholesalers admit that sales to dealers are "way off."

**Puzzle and a Reason.** One Philadelphia dealer outlines the problem and guesses at an explanation with: "It's been eight years since the war, following which people bought refrigeration heavily—seems to me there ought to be plenty of refrigeration business around, but there isn't and I can't understand why unless people are waiting for prices to drop."

In upper New York, where most dealers have reported only a little pickup in refrigeration sales, one unsatisfied retailer offers a reason: "It used to be that people bought refrigeration largely in the summer months, but today they buy them the year 'round and the business isn't seasonal."

**Frost on the Freezer.** While the slump in freezers doesn't appear to be

so widespread as for refrigerators, dealer comments in slow markets reflect a bigger disappointment. The outstanding bright spots are the Boston area, where distributor sales for June are reported as much as 40 percent above last year, and some parts of Philadelphia, where one distributor's sales are up 50 percent for the first half and one dealer reports sales for June ahead of 1952. In most instances, good sales are reported by wholesalers, slow sales by dealers.

**What's Good?** Against poor or spotty sales of refrigerators and freezers it will take more than good air conditioner sales to keep most eastern dealers in the solid black for June business. Some dealers in some areas have that extra something. For many of them portable radios and record players have been quick movers. For some dealers, particularly in Philadelphia and Long Island, washers have shown strength. Even TV hasn't quit cold for everybody. One dealer—and he's admittedly all alone—in Philadelphia is doing "a big job" with TV, and another says television "is still showing some activity."

**Big Worry?** The rise in steel prices and probable consequent increases in appliance prices isn't the big and general worry you might expect. Some dealers vociferously con-

demn any possible increases as the worst possible thing that could happen, but plenty of others don't see any great damage to the industry. In Boston, for example, nearly all respondents not only feel that increases won't hurt sales, but also predict fairly satisfactory sales in the second half. Those opposed, whose comments make livelier reading, make statements like, "Any price rise right now would be disastrous. It's bad enough as it is, with people becoming more price conscious every day and any increase would cut sales to the vanishing point." Many other spokesmen for retailers say substantially the same thing, but one cynic adds the words that many dealers are thinking, "If manufacturers raise prices it will only aggravate the discount practices . . . I don't know how some dealers manage to do it . . . but I guess if prices go up any further they will offer the customer 30 percent instead of 20 percent. . . ."

**Whose Inventory?** Right now reports from most of the East indicate that the spread between production and retail sales is being absorbed more into the inventories of manufacturers and distributors than retailers. And, so far, dealers seem to be reasonably cautious in their buying. But, as one worriedly asks, "How long before they put the heat on?"

## The Midwest



By TOM F. BLACKBURN

**What determines appliance prices? . . . Room coolers vs central plants . . . Store windows on way out, says expert . . . Tape recorders and high fidelity . . . Trends in products**

THE reporters gathered anxiously around the Mr. Bigs at the summer markets, pencils in hand, and inquired, "Is the raise in the price of steel going to hike the price of appliances?"

The answers that came forth missed, perhaps purposely, one of the fundamentals of this business: That prices are based on what the traffic will bear, and, within reason, not on the cost of manufacture. If there is an active demand and a shortage in an item, the hike in steel will be added on. If there are surpluses, the steel hike will be absorbed. It's as simple as that.

**Specialized TV.** As one who wore his feet out marching through the long corridors of the summer markets in Chicago, a few impressions stand out. Television is branching out into specialized applications. You can buy a television set on rollers which can be wheeled into the sickroom, with a pillow speaker that will not disturb other patients. Television can be had with a coin slot application, changing hotel

(Continued on page 6)

CONTINUED FROM PAGE 5



## Robertshaw® single dial oven heat control

Operating an electric range oven with the Robertshaw Single Dial Control is simplicity itself. Turn the dial to Broil and then back to Recipe Temperature. That's all. The control does all the rest.

It automatically switches on the electricity, cuts in both heating elements for quick preheat and lights BROIL and BAKE pilots. As oven temperature approaches pre-heat it cuts out both elements to minimize over-shoot and cuts out pilots to signal oven is ready for loading. It then recycles lower element only, to maintain exact Recipe Temperature and lights BAKE pilot to show it is on.

Only Robertshaw gives such simple and completely automatic oven temperature control... the "plus advantage" that can make the sale for you.



**Robertshaw-Fulton**  
CONTROLS COMPANY

ROBERTSHAW THERMOSTAT DIVISION • Youngwood, Pennsylvania

and motel practice of adding TV rental to the price of the room. There is a trend to make freezers and refrigerators in matching units. The uprights seemed to catch the eye at the summer markets.

The trend to color seems to grow, and the interior of most refrigerators today is quite brilliant. The separate oven idea is increasing in popularity and it can be incorporated in new homes at a level where mother won't pop her nylons stooping over for an oven peek. In short, the high oven is coming back as a separate unit. Trend in ironers seems to be to fold-up models which take up smaller kitchen space and yet almost perform the job of a full sized ironer.

**Vote for Window Coolers.** The march in air conditioning seems to favor window units for a reason advanced by a gentleman from a Houston, Texas, air conditioning center. He said that central systems call for electricians, tinsmiths and the like, and when they get through installing the job, there was precious little left for the dealer, who was better off selling window units. Then, too, window units cost less to operate as they are turned on only in the rooms used.

The popularity of automatic washers continues to grow. In the Kansas City Power & Light distributor appliance sales report, for the first three months of 1953, there were 3,686 automatic washers sold as against 1,957 for the previous year. There were 390 room coolers against 39 for the previous year, and 205 water heaters against 88 for 1952. Dishwasher sales jumped from 160 to 370.

Down at Kansas Gas & Electric Co. dehumidifiers, dishwashers, food waste disposers, clothes driers, home freezers, and automatic washers made a great gain for the first four months of this year. Water pumps, in that dry territory, made a 383 percent increase.

**No Store Windows?** Comes now an advertising agency executive who, says the window is declining as a sales creative factor. It occupies valuable main floor space and some stores can add as much 20 percent to their main floor by eliminating windows. Moreover, window decoration is a high cost operation. This gentleman thinks that a projection device which will flash pictures of new merchandise on a screen may be the coming thing.

The same source advises dealers to make a study of their week's volume, and find out in just what hours the majority of sales are made. Guess is that the lion's share happens in 10 to 15 hours of the week, and that during the peak hours there may be from 2 to 10 shoppers per salesperson, and that walk-outs are shockingly high because the help has little time for selling and is busy making change and wrapping.

**Location Means Less.** A warning has been sounded to small dealers by an

Elgin, Ill. merchant that the value of one of their cardinal advantages—location—is on the wane. Drive-in shopping areas, automobiles, permit people to travel in an area of 20 miles. The advantage of being on the nearest corner is about over.

This merchant believes that the cost of doing business of mama-and-papa stores is way below the NARDA figure. This gives the small dealer an advantage in price competition, if he wants it, and he doesn't like Fair Trade laws because he is not permitted to make loss leaders out of anything to get people into his store. Constantly the big outfits are selling 25 ft. of hose for a dollar to attract trade, but in the appliance line the dealer cannot make a price leader on anything.

The third advantage of the small dealer can be service and, in this respect, location is an advantage.

**Hi-Fi Expert Likes Tapes.** An expert in the high fidelity business thinks that tape is going to prove the ultimate in sound reproduction, particularly with hi-fi units. While long playing and 45 rpm records are all right, he doesn't feel there is any necessity for interruptions in music while the record is changed. Just as the flat platter record outgrew the cylinder because it was easier to produce, tapes are going to be the ultimate, he thinks.

## The Great Lakes



By FRANK A. MUTH

**Detroit's neighbors jockey for position . . . Price cutters force out Cleveland dealer . . . Mid-year review . . . Radio sales increasing . . . Air conditioner problems and advantages.**

THE price cutter has been the butt of countless jokes, but the joking stage has passed. Appliance dealers and distributors now are faced with a real problem.

**Come and See.** In the last month or so, a Detroit dealer reported to (Continued on Page 10)

# FOOL-PROOF!



"One bolt" take down. Removing this one main assembly bolt (conveniently located under dial) makes all parts of the Hoover Steam or Dry Iron instantly accessible.

Instant Steam Switch. Up—it's a steam iron. Down—it's a dry iron. Controls valve which can't corrode, can't lime up, never needs attention.

Easier Cord Servicing. Removing one bolt in heel-plate exposes cord terminals. Cord does not have to be removed for any other service operation.

No Guesswork—even for unfamiliar new synthetic fabrics. One steam setting gives correct heat for all steam ironing and pressing. When used as a dry iron, has more precision settings than any other iron on the market.

Water never boils, so lime deposits can't build up in this extra-capacity reservoir. Water is turned to steam a drop at a time. Reservoir lifts off to expose steam passage cover.

Pre-Calibrated Thermostat can't get out of adjustment. Does not have to be removed when iron is disassembled.

No Gaskets! Steam chamber cover is machined for precision fit without use of gaskets or cement. Removing 9 stainless-steel screws exposes steam chamber and passages for any deliming.

## Never a servicing problem when you sell the

Anyone who can turn a screwdriver can open up the Hoover for easy, on-the-spot servicing. Even should major repair be required (as when an iron has been dropped) you can promise your customer over-night service... through Hoover's nation-wide service set-up. Fool-proof? You said it! It's built that way... by the makers of the famous Hoover Cleaners. Ask your Hoover distributor about the tested sales plan that is selling these new irons in volume.



# HOOVER

## Steam or Dry Iron

THE HOOVER COMPANY  
Special Products Division, North Canton, Ohio

# New 1954 Zenith TV with Spectacular

plus 5 fabulous  
"firsts" to demonstrate  
and sell!



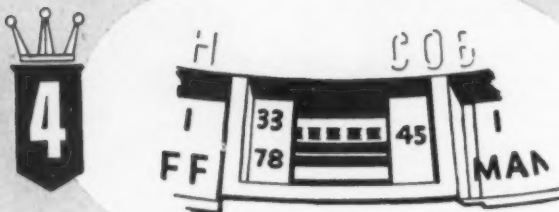
**New** Zenith Band Shell Speaker—beams the sound at you like the consoles do. Pops up to play, out of sight when not in use. This plus Zenith super-sensitive FM circuits means table TV with big set tone. A showroom showpiece that makes trading up as easy as listening. Exclusive Band Shell Speaker available in both 21 and 17" Zenith Table Models.



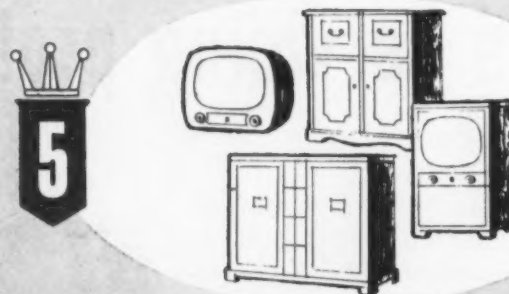
**New** Zenith Super-Power Super-K Chassis—power and precision to bring in clear, sharp pictures and full, rich tone even in fringe areas and toughest trouble spots. "Bull's Eye" Turret Tuner locks in station, sound and picture perfectly—UHF and VHF! New, optional All-Channel Continuous Tuner covers 70 UHF channels without modification. Smooth-action, backlash free . . . won't let picture drift or sound fade. Another Zenith salesmaker on your floor!



**New** Zenith Spotlight Dial—a big, clear channel number lights up automatically the second you turn on a new 1954 Zenith TV. You can see which channel you're tuned to clear across a room! And the channel number changes automatically the instant you switch stations. Even small children can find favorite programs on a Zenith. A dramatic demonstration feature—an eye-catching "fabulous first" from Zenith!



**New** High-Fidelity Cobra-Matic® With Stroboscope in new Zenith combinations exclusively. Amazing dot of light shows when records play at exact recorded speed. Your prospect hears 33 $\frac{1}{3}$ , 78, 45 and new 16 $\frac{3}{4}$  RPM "talking book" records at perfect pitch and tempo every time. Remarkable new High-Fidelity Cobra® Tone Arm makes records sound better, last longer. In 21, 24 and 27-inch picture tube models, including 5 beautiful models with Zenith's brilliant new High-Fidelity tone system.



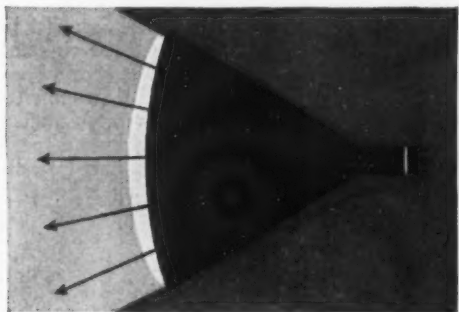
**New** Zenith's 52 Beautifully Crafted Showpiece Styles! The smartest collection of fine furniture TV ever to grace a showroom. Exquisite Contemporary design . . . rich, luxurious Traditionals . . . ever-popular Provincials—styles that complement every taste and prices to please any pocket. From the Sargent at \$179.95\* to the magnificent Zenith home entertainment center—the \$1250\* Stratosphere. A wonderful choice of woods and finishes—ebony, cherry, walnut, mahogany, blond oak and afara. The leadership look that leads to sales when you feature new 1954 Zenith TV!



# ZENITH<sup>®</sup> CINÉBEAM<sup>®</sup> Picture Tube

**Brings you pictures that sell on sight!**

**CINÉBEAM—with twice the Picture Power,** double the brightness, because none of the light leaks back into the tube.



**CINÉBEAM—Pictures just like the Movies!**

Because inside face of tube is coated with silver-activated phosphors, sealed in for life by millions of tiny, non-tarnishable particles which act as mirrors. These mirrors reflect *all* the light to give you movie-like pictures from a silver screen. Demonstrate this million-mirrored Silver Screen—set Zenith's Cinébeam picture alongside *any* other—it'll sell on sight!



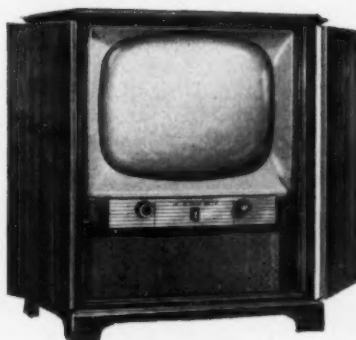
**CINÉBEAM—for Longer Tube Life!** Even though Zenith's new Cinébeam gives twice the picture power, it actually uses 20% *less* beam current. The tube lasts longer, stays brighter! And yellow spots on the picture screen are banished forever with Cinébeam. That means years of cinema-perfect pictures and more *really satisfied* customers for you.

**CINÉBEAM—in 21, 24, and 27-in. Screens.**

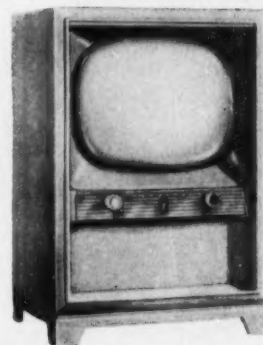
In a brilliant selection of consoles that only Zenith can show you. Here are the styles and the woods your customers want—the largest TV line in America! You'll sell it on sight!

*Just three of 52 beautiful styles—yours exclusively from Zenith!*

**The Corral—Model L2878R**  
A masterpiece in impressive Traditional styling, this full-doored aristocrat has a 27-inch Cinébeam picture tube and Zenith high-fidelity 10-inch speaker, built-in VHF-UHF antenna.



**The Todd—Model L2573E**  
Superbly designed combed grain Oak veneers in the most modern mood. Giant, 24-inch Cinébeam picture tube gives double the picture power. Super-sensitive FM sound reproduction.



**The Fulton—Model L2575E**  
Distinctively, elegantly modern blond combed grain Oak veneers and solids. High fidelity 10-inch speaker for exquisite sound reproduction. Full doors. 24-inch Cinébeam picture tube.

\*Manufacturer's suggested retail price. Includes Federal Excise Tax and Parts and Tubes Warranty. Slightly higher in South and Far West.

**ZENITH**



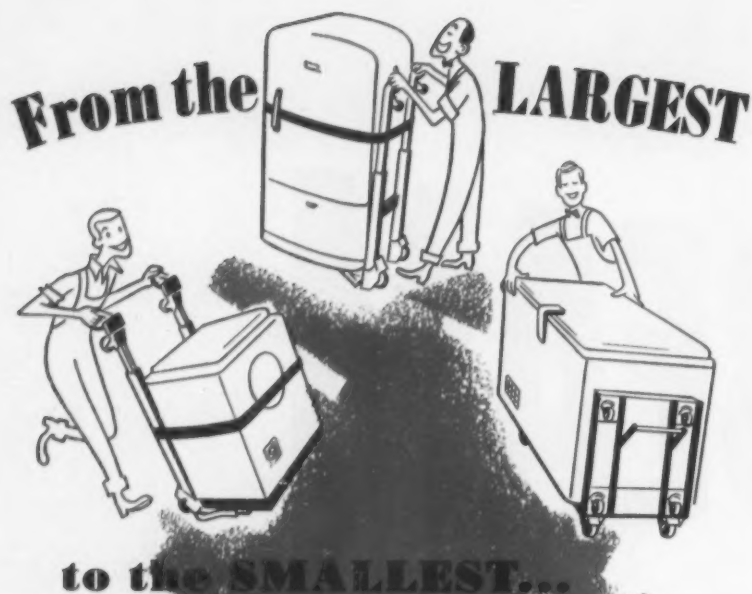
**The royalty of radio and TELEVISION<sup>®</sup>**  
ZENITH RADIO CORPORATION • Chicago 39, Illinois  
Backed by 35 Years of "Know-How" in Radionics Exclusively.  
Also makers of fine hearing aids.

*One high standard of quality at every price*

ELECTRICAL MERCHANDISING—AUGUST, 1953

COPR. 1953

PAGE 9



**You'll move it faster,  
easier, safer with**

## AMERICAN-KEEN TRUCKS

**Adjustable . . . All-Purpose Home MOVERS**

**FLEXIBLE!** You tailor-make your truck to fit the job . . . Easy, sure, safe and dependable. Only seconds required to adjust the truck to fit units to be moved . . . Extra carrying handle—stair-climber feature.

**LIGHT! STRONG!** Constructed of extruded magnesium sections for light weight—strength—rigidity.

**MANEUVERABLE!** Equipped with quick-acting swivel casters to move in any direction—for easy handling, loading onto delivery trucks and for use as a dolly.

**SAFE!** Surfaces rubber padded to protect appliances from scratching, denting, marking . . . web straps with patented, self-tightening leverage buckles insure positive locking of load to truck.



Write today for full details and a free copy of the new American-Keen Catalog.

**CLIP THIS COUPON NOW!**

Materials Handling by

**AMERICAN  
PULLEY COMPANY**

Complete Line of Pressed-Steel Hand Trucks,  
Barrel Cradles, and Steelite Industrial Wheels

*The American Pulley Company*  
4234 Wissahickon Ave., Philadelphia 29, Pa.

Gentlemen:  
Please send me full details and a free copy of the new American-Keen Catalog today.

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 6

this writer that several Canadian dealers and distributors had dropped into Detroit to see how price cutters operated. They thought if they could observe firsthand what discounters really did, they could decide better whether to play along with it, or to fight it.

One suburban Detroit dealer believes that discounts should be eliminated completely, or distributors and their mark-up should be eliminated. "Not only is Detroit the favorite hunting ground for discount buyers," the dealer said, "but appliance dealers in nearby Ann Arbor now drop in to see what they do here. These dealers want to find out how you can discount and get business too."

**Not Pure Now.** The small town dealer who has up to now been traditionally "pure in heart" on discounts has started to offer them. Reports from Cleveland, Columbus, Pittsburgh, Louisville, and Cincinnati show an upswing in price cutting. Distributors to those areas also cite an increasing discount percentage from the small town dealers. One Pittsburgh distributor said early in July, "Price cutting has been heavy on refrigerators all over. But it is the only product that is severely cut around here."

**Out of Business.** One East Cleveland dealer has been fighting the price cutters for a long time. He tried one thing after another to keep ahead. When he talked to this reporter early in July he said: "It doesn't matter if I'm disposing the merchandise at cost, I hear someone say 'I can get it at 20 percent off'. I'm only trying to liquidate my business and can't give the stuff away. Not even the business. I tried to do that, but I couldn't get a buyer. I guess they're afraid of it. They don't want to beat their heads against the wall either."

**Mid-Year Review.** When the snow was still flying in January, distributors viewed prospects for 1953 with a jaundiced eye. But despite a hot July, and the annual business slump, they found good news in business return for the first six months. These gains varied slightly. Columbus sales are ahead 20 percent through May. Pittsburgh and Louisville reported an increase of at least 25 percent. For some products the increase was greater. In Columbus, a distributor said that ranges and air conditioners were up 31 percent. Cleveland had an increase of 20 to 40 percent for ranges and refrigerators.

**View Ahead.** Most dealers are pessimistic, as usual, for the third and fourth quarters. Inventories are in a good balance. Only TV inventories were spotty when the new lines were introduced in July. But TV has been selling way ahead of last year. A manufacturers representative in Kentucky said by last March they had sold as many TV sets as were sold up through September last year. But most of the purveyors of good selling looked

for a very competitive third and fourth quarter.

Dealers who are hunting assiduously for new methods or gimmicks sometimes have them drop right in front of them. A Harrison County dealer in Ohio borrowed from his distributor a trailer with a complete kitchen installed. The trailer was parked right next to a tent housing his display at a county fair. After the first evening, the Fair Committee saw the display and asked that it be moved to the center of the Fair grounds as an additional drawing card for this show. Everyone who visited the Fair during the next six days (approximately 10,000 people) went through the trailer at one time or another. And the dealer who had hoped for a little attention, found himself right in the middle of things.

**Cooler Success.** Air conditioners have been moving very well in most areas, hot weather has been sufficient to draw prospects, and dealers have in most cases had enough inventory to supply the demand. A Pittsburgh department store has offered free estimates of air conditioning needs. But this wasn't nearly as effective for creating public interest as the temperature forecast for the next day that they put in their ad each afternoon.

A Cleveland electrical firm that has been installing most of the air conditioners for a wellknown brand says they have run into a little trouble this year. Some of the downtown offices still have direct current, and a special a.c. line had to be put in before the unit could be hooked up.

## The South



By AMASA B. WINDHAM

**Southern business boom slows down except in refrigerators, freezers and air-conditioning. . . . Salesmen look to Florida**

**B**USINESS suffered a noticeable drop during June in most southern cities. Compared with four of the other five months of 1953, reports from Atlanta, Birmingham, Memphis, Miami and New Orleans indicate that  
(Continued on Page 112)

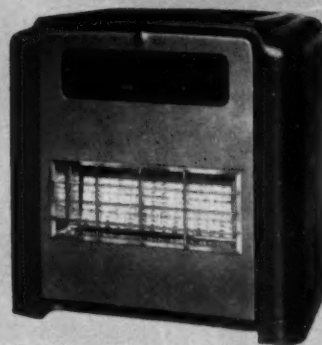
# Lead The Way with *Preway* gas and oil-burning heaters that *carry you ahead of competition*



To a dealer, there's no proof like profit to measure merchandising success. By this yardstick, judge Preway — the fastest-growing line of space heaters on the market — now the third largest producer in the country.

And this year, Preway gives you gas heat to team with oil, so that you can meet the interests of every customer with the right circulator, with the right features, at the right price. So line up with Preway. Lead business your way with this money-making line that has everything to keep you out ahead of competition. Phone, wire or write today for full information.

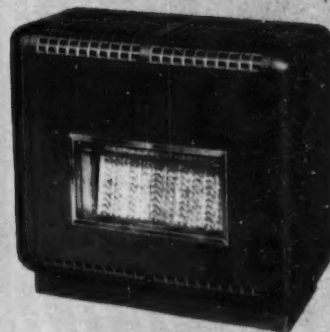
**PREWAY INC.** 9753 Second Street, N.  
Wisconsin Rapids, Wis.  
Heretofore Known as PRENTISS WABERS PRODUCTS CO.



## GAS—

**power-house heaters  
in small home sizes**

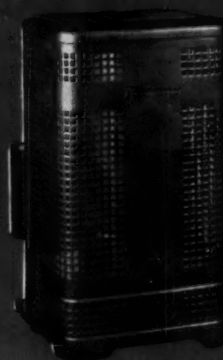
- Smallest cabinets in the industry but highest in B.T.U. input
- Lifetime burner guarantee plus 20-year warranty on heater unit
- Many automatic convenience features
- Wrap-it-up, I'll-take-it price tag



## OIL—

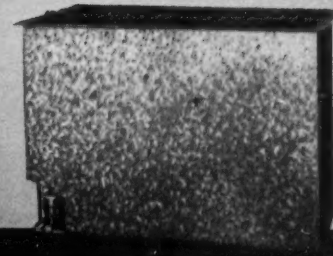
**fuel-saving performance  
work-saving features**

- Miracle pilot saves 4 gallons of fuel out of 5 at low flame setting
- Air-activated burner burns cheapest fuel oil without soot or carbon
- Many automatic convenience features
- Buy-action price tag



**Floor  
and  
Central  
Heating  
Oil-  
Burning  
Furnaces**

A short line of six great performers — priced to sell



SAFE STEAM HEAT FROM ANY WALL PLUG!

*Electresteem*



**SOLD OUT**  
**LAST SEASON**

**WARNING!**

Large orders have already been placed  
in anticipation of a big season—  
Don't miss out on your profit share...

**DON'T GET CAUGHT SHORT**

Last year, hundreds of ELECTRESTEEM Dealers missed thousands of dollars' worth of profitable ELECTRESTEEM Radiator sales! Reasons: inadequate early buying to cover stock needs, and greater-than-ever demand for this safe steam heat, created by sustained mass consumer advertising. Result: we couldn't make enough radiators to fill the flood of "late-order" demands, and dealers lost out on sales and profits. Here are the straight facts for 1953-1954: We're backing you with the biggest consumer ad campaign in our history—addressed to 44,000,000 prospects. The demand for ELECTRESTEEM Radiators will go up. We're boosting our production, of course, but advance orders point to record sales. So be smart this season—order early—and order enough so we can guarantee delivery and so you'll have stock on hand for profit-loaded selling all season long.

Order both ELECTRESTEEM Radiator models: The 8-SECTION (\$39.95 seller) delivering 3,250 BTU per hour; the 10-SECTION (\$44.95 seller) delivering 3,940 BTU per hour (each available in Walnut or Ivory finish). Put them on display early—build a "profit powerhouse" with ELECTRESTEEM—the world's finest supplementary space heaters.

**ORDER YOUR STOCK TODAY!**

**ELECTRIC STEAM RADIATOR CORP.**

1 Electric Avenue, Paris, Kentucky

**It's Easy to Sell ELECTRESTEEM Superiority**

ELECTRESTEEM is just as easy to sell as any other trouble-free appliance package. It's easy to sell because you can prove these advantages:

- SAFEST AUXILIARY SPACE HEATER IN THE WORLD
- HIGHEST EFFICIENCY OF ANY AVAILABLE SUPPLEMENTARY HEATER
- HIGHEST ECONOMY—LESS THAN 2¢ PER OPERATIONAL HOUR
- PORTABLE, HEALTHY, SAFE STEAM HEAT FROM ANY WALL PLUG

**ELECTRIC STEAM RADIATOR CORP.**

1 Electric Avenue, Paris, Kentucky

I want to get my ELECTRESTEEM Radiator order in early. Send complete descriptive literature and sales helps—everything I need for a profitable business.

Name.....

Address.....

City.....Zone.....State.....

World's Largest Maker of Electric Steam Products

**APPLIANCE-RADIO-TV  
PICTURE**

CONTINUED FROM PAGE 10

laundry equipment sales were off considerably, electric ranges took a sharp drop, water heater sales declined and even television was not up to its usual high proportions.

Refrigerators, home freezers and air-conditioning were still best sellers, however, in most of the South. Dealers gave varying reasons for the ups and downs. One Birmingham merchant thought it seasonal only. "It's just too hot," he declared. "People don't care whether they get out to buy anything or not." A dealer in Memphis agreed with him. "Most of the appliances you sell in this weather are off the floor. The salesmen just can't do their stuff with the thermometer at 100 degrees."

Heat and drought, always buying factors down here, undoubtedly had something to do with the June decline in sales of most appliances. In fact, many dealers expressed repeated surprise that the first half of this year has been as good as it has. Record breaking months for January, April and May have put business for the first half considerably above 1952.

Carolina Business Shines. Charlotte and the Carolinas were about the only bright area for continued high sales of washers, dryers and ironers. The Carolinas also reported good sales of electric ranges, one of the few areas which did. Home freezers and refrigerators were still supplying the profits for dealers in Louisiana, Mississippi, Alabama and Florida, with sales in June considerably above last year's.

Birmingham was still one of the brightest spots for appliance sales, too. Things were selling across the board in the Magic City, where the big steel mills are running at capacity and payrolls are the heaviest ever. Refrigerator sales were reported to be particularly good in Birmingham and even the ads, which formerly screamed: "\$100 trade-in for your old refrigerator," had now dropped the replacement value to \$50 or less.

Help Wanted. The month's mail certainly gives gratifying evidence of the extent to which this column is read. We've been mentioning that Florida was in the throes of an unparalleled appliance selling boom. In the last few weeks, we've been almost swamped with letters from various dissatisfied appliance salesmen in the East and Midwest asking about employment possibilities in the Sunshine State. It seems that everybody wants to go to Florida and from the looks of things dealers there can have their pick of appliance salesmen.

To these dissatisfied salesmen, we pass on a thought. Why not try New Orleans? The man who comes up with a formula for selling electric ranges in New Orleans is going to get rich. Why not try Charleston? The salesman who learns to sell dishwashers in Charleston will roll in wealth. Why

(Continued on Page 16)



IS THIS YOUR

# Forgotten market?

● You might be quite surprised to learn, just among your own circle of friends and acquaintances, how many homes are equipped with two vacuum cleaners.

A large and ever increasing number of women have learned from experience that it pays to have both basic types of cleaners—an upright and a tank.

They know that for cleaning rugs and carpets nothing gets results better and easier than the combination of powerful suction and vibrating-sweeping action which only an upright with a motor-driven brush can produce.

They also know that a tank with its kit of cleaning tools can't be topped for fast and easy cleaning of all home furnishings other than rugs and carpets.

You make no mistake when you talk to your customer about her needs before you try to sell her anything. You'll soon find out there's a real need for both an upright and a tank in millions of homes today—a vast potential market for vacuum cleaner sales that for years has been almost completely overlooked.

If your customer has a tank, do her a favor and sell her its teammate—an upright. If she has an upright, sell her a tank to complete her home-cleaning team. Either way, you'll eliminate the trade-in problem...you'll have a satisfied customer because you have filled her need...and you'll be way ahead in the bargain!

Whatever her needs, you're ideally set up to sell her, when you sell Royal. In both uprights and tanks Royal has the features that sell—and there's a Royal type and model to meet every purse and purpose.



ROYAL VACUUM CLEANER CO.



Cleveland 8, Ohio

# THE DRYER THAT OPENS THE REVOLUTIONARY ALL-



THE **NEW** DRYER  
EVERY HOMEMAKER  
WANTS—AND EVERY  
DEALER NEEDS!

Now—ABC dealers have a big **NEW** exclusive profit opportunity! The sensational ABC automatic clothes dryer is all-new . . . all-different . . . with a host of convenience features designed to sell on sight. It's *completely engineered and built by ABC*, to give your customers **MORE** convenience . . . **MORE** beauty . . . **MORE** value! It was built to serve better and sell faster! Get set for the ready-to-buy-prospects now! Order the **ONE** automatic dryer that makes every homemaker a prospect—makes every prospect a sale!

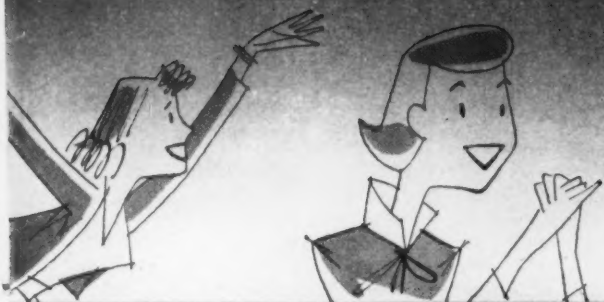
*Write, Wire or Phone Your Distributor  
Today, or Contact*

**ALTORFER BROS. COMPANY**  
Peoria, Illinois

THE DRYER THAT CUTS IRONING TIME ..

# MORE DOORS...CLOSES MORE SALES!

## NEW AUTOMATIC



### DRIES MORE CLOTHES FASTER AT SAFE LOW SINGLE TEMPERATURE

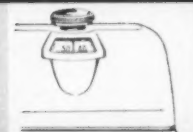
# ABC

## CLOTHES DRYER

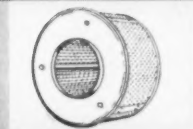
with exclusive  
"JET-AIRE"  
DRYING ACTION



**New! EXCLUSIVE HINGED TOP**—A simple turn of an ordinary screwdriver provides easy access to heating element, thermostat control, wiring and other parts. Only ABC has this feature!



**New! SINGLE DIAL CONTROL**—Just one dial to set—nothing to forget! Far easier to operate—no fumbling with variable heat controls and no doubt about which heat to select!



**New! JUMBO PORCELAIN DRUM**—Holds more clothes—dries them evenly and thoroughly. Oversize drum is perforated to permit greater circulation of fresh, thirsty air.

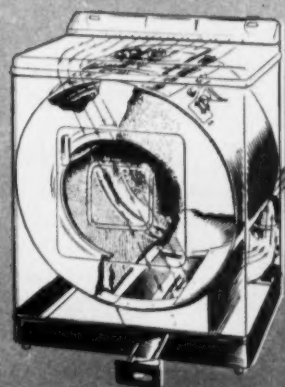


**New! 2-WAY VENTING**—Allows venting from side or back of unit for greater convenience. Powerful suction fan draws moisture-laden air through lint trap and out-of-doors.

#### THE NEW, MODERN WAY TO DRY CLOTHES

Powerful, "Jet-Aire" action scoops fresh, clean air in at the top of the dryer, jet-streams it across the heating element and angles it through the big drying chamber. Clothes tumble continuously through the broad stream of safe, low temperature air. There's no build-up of heat and pressure...no need for heavy insulation. Moisture-thirsty air gently absorbs the dampness...dampness is never baked out of clothes.

The result is always billowy-soft, far more wrinkle-free garments. Clothes last longer, look better, need less ironing!



## ...PROVED IN ACTUAL TESTS

Over 100 Chicago homemakers compared line-dried garments with identical garments dried in the new ABC. Nine out of ten agreed that many pieces dried in the ABC were acceptable without ironing!

# NOW!

## The Water Conditioner that's REALLY Automatic!



THE NEW *Electro-Matic*® REMOVES HARDNESS, IRON, AND DIRT LIKE MAGIC!

CASH in on the growing water softener market! Over 36,000,000 hard-water homes need softeners badly.

The Permutit Electro-Matic works like magic—removes all hardness, gives silky soft water for luxury baths and shampoos. Removes iron, gives freedom from rust-red stains.

More important, the Electro-Matic can save the average family over \$16 a month on soap, fuel, wear and tear on home laundry . . . many other items.

### HERE'S WHY ELECTRO-MATICS PAY OFF!

- Growing market—no trade-ins • Big margin—no price shoppers • Fully backed by the originators of household water conditioning equipment • Up-to-date sales training • Sales-clinching home demonstration plan • Full merchandising support • Advertised in Better Homes & Gardens, American Home

WATER CONDITIONING HEADQUARTERS FOR OVER 40 YEARS

## PERMUTIT®

HERE'S HOW YOU CAN CASH IN! ➔

Some franchises are available right now. Mail the coupon for full details, today!

THE PERMUTIT COMPANY, DEPT. EM-8  
330 WEST 42nd STREET, NEW YORK 36, N. Y.

Send me full details on a Permutit franchise.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

## THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 12

not try Chattanooga? It is one of the few cities in the South where air conditioning units are not moving by the carload. Why not try Nashville or Knoxville? The home freezer market here has hardly been tapped. Why not try Birmingham? You can sell anything here as long as coal, iron and steel keeps pouring out as it is now.

**Florida Still Business Leader.** There's hardly any use reporting on the Florida situation again. This state is still the kingpin in the business parade. With everything else moving smoothly, Henry Keele of Florida Power & Light Co., is already at work boosting the sale of oil space heaters for next winter.

Television sales were slightly off during the month in almost all of the larger cities of the South. Again, hot weather is probably the reason, but saturation is rising steadily and it is not so easy for a salesman to call up over the telephone and sell a set, as it once was. The drop in sales was not heavy compared to April and May—approximately 10 percent in Miami to 20 percent in Memphis, with most other cities somewhere in between.

One dealer in Montgomery, Ala., came up with a bright idea which he

declares has paid off well for him. He offers a television set and an air-conditioning unit as a package deal. Both comfort and luxury at one small price, he says in his ads.

June brides, graduates and Father's Day beneficiaries apparently caused a spurt in the sale of electric housewares. Almost all of the big cities reported that sales were fairly good, following on the heels of the big NEMA promotional campaign. Many of the non-merchandising utilities played the campaign up to the hilt.

**Air Conditioning Holds Up.** Air conditioning unit sales are holding up with a terrific volume. Never have so many units been sold to so many buyers by so many dealers. There has been a noticeable increase in the "dollar-down-dollar-a-week" method of selling air-conditioning units and the scheme seems to work fine. One big factor to be noted, however, is that price cutting is more rampant in the air conditioning sales field than for any other appliance.

Almost any dealer you talk to—anywhere—will tell you in his most confidential tone: "Because it's you, I'll give you \$40 off on it." How many bosom friends can a dealer have?

## The Far West



By HOWARD J. EMERSON

### Newspaper Ads and Sales . . . Summer Lull Starts After Fair to Good Spring . . . A Roundup of the Western Scene

As they prepared for an eight weeks Summer lull in which they must fish or fret until Labor Day, appliance-tv dealers in the eleven western states were salvaging what was left of a fair to middlin' Spring season.

**Advertising and Sales.** To get a look at what dealers, and in some cases distributors, were doing the eight days of June 21-28, let's look at the advertising they placed in local newspapers. A study of more than 300 advertisements placed in key newspapers in eleven major western cities for that period shows that there was no general

industry effort being promoted. Even within a city, the advertising showed that dealers were keying their copy to inventory control. Advertisements fitted into two general categories, the most obvious were attempts to clean out whatever products or models the dealer considered too heavy for the summer season, others were to promote "buys" which the dealer had made as his distributor tried to clean his stock.

The volume of advertising in relation to the population of the area was not consistent throughout the West. In San Francisco and Los Angeles, volume of dealer and distributor advertising was far below that in such markets as Oakland, Spokane, Sacramento, Albuquerque. Denver, Portland and Seattle also ran below in proportion to the size of the areas.

Population-wise the heaviest area for advertising was Oakland, the section of the West that has shown the heaviest decline in appliance and television business so far in '53. In the eight day period 30 appliance advertisements were placed in the Oakland "Tribune", with Breuner's dominating the picture with 5 advertisements of 1/2 page or larger. Four were Norge co-op and one was GE co-op. Sears was next heaviest user of space, with its efforts spread over freezers, disposers, dishwashers, sinks, vacuums and air coolers.

**The Northwest.** In Seattle, Wash., only 15 appliance advertisements were placed during the eight day period in the Seattle "Times". As usual, de-

(Continued on page 28)



BLAZING NEW TRAILS!



# SYLVANIA TV

STAGES RECORD-BREAKING

# SALES JAM OREE

*for* **19 4**

Leading YOU to Bigger Sales...  
Bigger Profits!





# You'll Hit Big Sales Target



Atlanta, Ga.: "Sylvania HALOLIGHT wins consumer interest quicker than any feature on the five leading TV makes on my floor."  
*Joe F. Tipples*



Syracuse, New York: "Believe me, it pays to turn on HALOLIGHT in my store. It's a powerful traffic stopper."  
*David S. Rosenthal*



Minneapolis, Minn.: "Any salesman can put on a brilliant demonstration with Sylvania because HALOLIGHT is a dramatic feature."  
*E. A. Brunsen*



Charleston, West Virginia: "Because of HALOLIGHT, Sylvania is the most easily demonstrated set on the floor. Really sells on sight."  
*Henry C. Bundy*



No. Hollywood, Calif.: "Out here 'picture-wise' people choose Sylvania with HALOLIGHT for finest picture quality and eye comfort."  
*Ward Dillon*



Parma, Ohio: "Sylvania TV with HALOLIGHT has something no other set on the market has. A great feature."  
*John Gianas*



North Hills, Penna.: "Sylvania's HALOLIGHT draws customer traffic like magic—and sells them, too. It's terrific."  
*Harry C. Meyers*



Portland, Ore.: "Here's one set that really does sell on sight! Believe me, Sylvania's HALOLIGHT is the big selling feature in TV today."  
*Reed L. Holman*



Taunton, Massachusetts: "Have sold Sylvania since 1947. Our customers are happy with HALOLIGHT and Sylvania's superior picture quality."  
*William L. Donle*

## DEALERS FROM COAST TO COAST AGREE

## The Greatest Selling Feature On Any TV Set!

WHEN IT COMES to judging the selling power of a feature—ask the TV dealer. He *knows*.

And dealers throughout the land say HALOLIGHT wins hands down as the greatest sales-getter ever put on a TV set. It has just what the buyer is looking for ... and it offers instant visual proof of

its eye-comfort value.

HALOLIGHT *looks* different—is different—stands out like a beacon on your sales floor. It's a self-selling sales clincher!

Put HALOLIGHT to work for you. Let this famous exclusive Sylvania feature help you build store traffic and volume to record new peaks.



## The Latest TV Miracle! NEW "CHAIRSIDE

SYLVANIA engineering achieves a miracle of home entertainment in this amazing new 27" "Chairside Theatre." Here is the ideal combination of Television, Radio and Record Player for the home—a complete theatre of thrilling enjoyment for every member of the family.

The 27" Remote Control Television—Tuned from an attractive End Table that also contains AM-FM Radio and 3-Speed Phonograph—is the most exciting new idea in years. Your customers will thrill to its life-size picture ... finger-tip control ... end-table compactness and convenience. Be sure to see it at your Sylvania Distributor. It will head up your entire TV operation for the coming year!

The HAMPSHIRE (Model 388) 27" Console Combination featuring HALOLIGHT and complete "Chairside Theatre." In Mahogany or Blonde Korina.

## Most Spectacular

with WORLD FAMOUS...

# HALOLIGHT

THE FRAME OF LIGHT THAT'S KINDER TO YOUR EYES

For 1954 Sylvania TV offers HALOLIGHT  
*at Lower Prices than Ever Before*

**H**ERE'S BIG NEWS for you, Mr. Dealer. For 1954, Sylvania's powerful selling feature, HALOLIGHT, is available in LOW PRICED models!

In addition to the regular HALOLIGHT line, Sylvania presents a series of 17" "leader" models equipped with this most wanted feature in television. They're streamlined for sales—and bound to be winners in your salesroom.

**The TV Public Demands Eye Comfort!**  
Now families in every income group—large or small—can watch television hour after hour—with ease and satisfaction. What's

more, the picture seems clearer, looks larger, too.

HALOLIGHT makes such a big difference because it applies the optical principle of Surround Lighting to television. Its frame of soft, cool light relieves the contrast between the bright screen and the surrounding darkness. A truly scientific answer to the insistent demand for greater viewing comfort in TV.

That's why Sylvania TV with HALOLIGHT is headed for a bigger sales job than ever before. It's your big profit opportunity for 1954!

## 27" SYLVANIA

**THEATRE" with  
Remote Control Tuning**  
*All TV Controls, AM-FM Radio  
and 3-Speed Record Player  
in attractive Chairside Table*



**ONLY  
SYLVANIA TV  
HAS  
HALOLIGHT!**

**NO KNOBS OR  
DIALS ON SET**

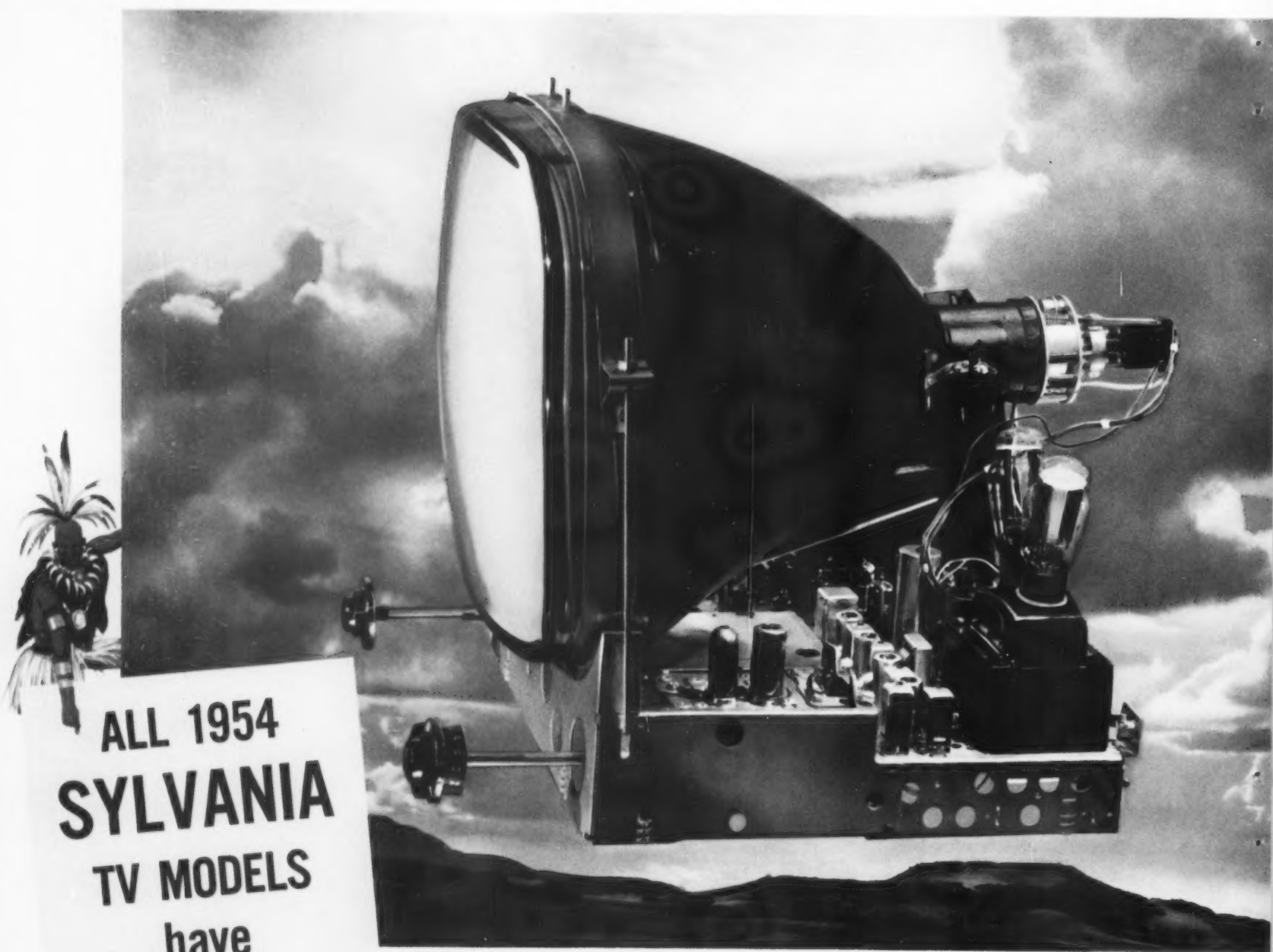
*All Controls in this  
beautiful Chairside Table*

**Demonstration ever made on your Sales Floor!**



You'll Go to Town

# PHOTOPOWER



ALL 1954  
**SYLVANIA**  
TV MODELS  
have  
**PHOTOPOWER**  
**PERFORMANCE**

**NEW 1954 SYLVANIA "PHOTOPOWER" CHASSIS...**The spectacular performance of the new Sylvania Chassis is due to advanced PHOTOPOWER design. More tubes, more automatic controls and many new exclusive features give PHOTOPOWER *coordinated reserve strength*. That's why the new Sylvania PHOTOPOWER Chassis meets all conditions for finest performance in both UHF and VHF reception.

# with Sensational New Sylvania

# CHASSIS

**GREATER POWER  
GREATER RANGE  
GREATER  
PICTURE CLARITY**



## What HORSEPOWER is to Automobiles PHOTOPOWER is to Television

● Just as Horsepower measures performance in automobiles, so PHOTOPOWER sums up performance in television.

PHOTOPOWER is *concentrated power*—power that reaches unerringly for the signal... guards against interference... keeps the picture rock-steady on the screen... and gives it beautiful portrait quality.

That's why we've named the new 1954 Sylvania Chassis, PHOTOPOWER. It sums up the power, quality and value of this great receiver. It's a name that will stick in the buyer's mind—and bring him to your door!

WATCH THIS NEW TV "powerhouse" win the sales sweepstakes for '54! The new Sylvania PHOTOPOWER Chassis is the mightiest performer of them all—the brilliant achievement of Sylvania engineering.

Sylvania PHOTOPOWER is more advanced, more powerful, more automatic than ever before. Designed to produce pictures of finest photographic clarity in *any* location—from

strongest local signal area to deepest fringe.

You'll be hearing a lot about PHOTOPOWER this Fall. In power, in range, in "Full Depth" picture quality, it delivers the kind of performance your customers cheer for.

Get a look at PHOTOPOWER. Add it to HALOLIGHT and you have the winning TV sales combination!

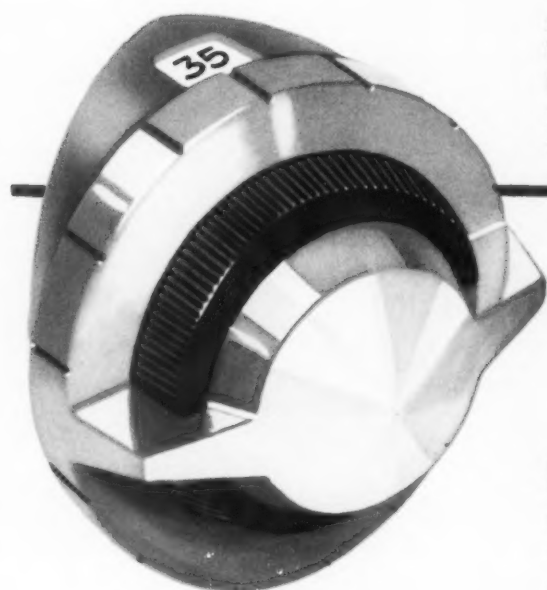
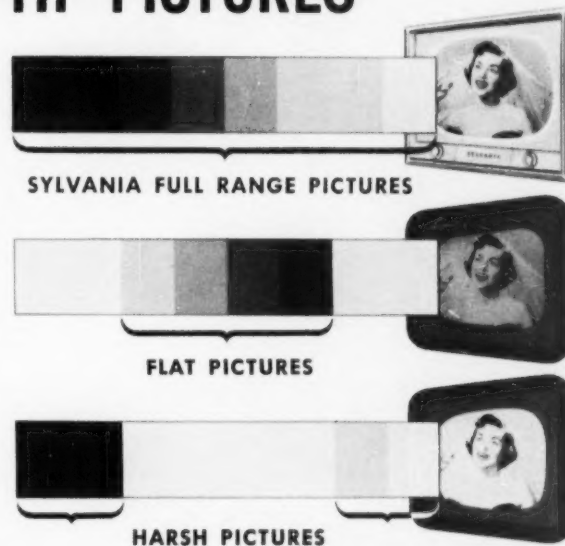
## Why PHOTOPOWER Assures "FULL-DEPTH" PICTURES

SYLVANIA PHOTOPOWER creates "Full-Depth" pictures on the screen—pictures rich in detail, with beautiful shading, contrast, realism.

The reason is simple. PHOTOPOWER reproduces the *whole range of photographic tones*—from deepest black to purest white.

Some sets emphasize only gray tones—causing flat, dull pictures. Others give extreme black and white tones—harsh contrast without depth or detail.

Only PHOTOPOWER captures all the realism recorded by TV cameras—deep blacks, true gradations of grays, and unblemished whites. It's true "Full-Depth" performance—the biggest advance in picture quality you'll see in 1954!



## ALL-CHANNEL UHF-VHF RECEPTION

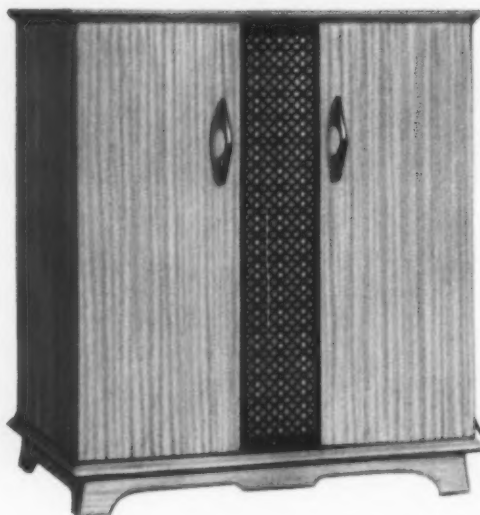
### Available in all Sylvania TV Models

SYLVANIA's Ultrapower, All-Channel Tuner is the *complete* answer to fine reception of all UHF and VHF Channels. No strips to buy, no gadgets to add. It's ready for instant reception anywhere. Equipped with an advanced

type of Cascode Amplifier that boosts weak signals without amplifying "noise" or static. The result is clear, sharp pictures, even in distant fringe areas.



**The WENTWORTH** (Model 336) 27" Mahogany Console with HALOLIGHT. Also in natural Blonde Korina.



**The WINCHESTER** (Model 387) 27" Console with Doors, featuring HALOLIGHT and "Chairside" Remote Control tuning. In Mahogany or Blonde Korina.



**The REGENT** (Model 386) 27" Mahogany Console with HALOLIGHT. Also in natural Blonde Korina.



YOU'LL DRUM UP  
BIG VOLUME  
WITH



**NEW 1954**

**SYLVANIA**

**TELEVISION**



➔ Brilliantly new . . . expertly styled to finest furniture standards . . . setting new highs in Power, Quality and Value . . . that's Sylvania Television for 1954.

➔ There's cabinet artistry and electronic superiority in every one of these graceful new models.

➔ There's POWER to reproduce pictures of breath-taking photographic quality . . . to reach out and get the signal clearly, in local or fringe area reception.

➔ There's greater eye-comfort than ever before—with world-famous HALOLIGHT now available on many more models than ever before.

➔ There's All-Channel UHF-VHF reception to win the lion-share business in every market, new or old.

➔ In short, the new 1954 Sylvania Television has everything you need to build the biggest, most profitable TV business you have ever known.

➔ Your Sylvania TV Distributor can *prove* it. Contact him *now*.



**The BROOKFIELD** (Model 377) 21" Mahogany Console with Doors. HALOLIGHT. Also in Blonde.



**The PARKHURST** (Model 321) 21" Console in Textured Blonde Finish. Features HALOLIGHT. Also in Textured Mahogany Finish.



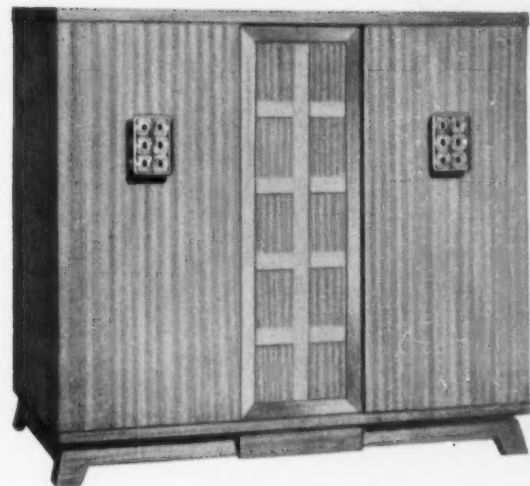
**The STRATFORD** (Model 376) 21" Console featuring HALOLIGHT. In Mahogany or Blonde.



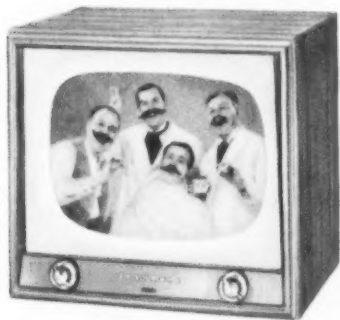
**The HUNTLEY** (Model 392) 24" Blonde Console with Doors, featuring HALOLIGHT. Also in Mahogany.



**The WHITEHALL** (Model 396) 24" Console with HALOLIGHT. In Blonde or Mahogany.



**The MONTICELLO** (Model 373) 21" Blonde Console Combination with HALOLIGHT. AM-FM Radio, 3-speed Phonograph. Also in Mahogany.



**The FAIRMONT** (Model 375) 21" Table Model with HALOLIGHT. In Blonde or Mahogany.



**The KNICKERBOCKER** (Model 331) 27" Mahogany Console with HALOLIGHT. Also in natural Blonde Korina.



**The WINDSOR** (Model 300) 17" Table Model. Textured Mahogany Finish or Grained Blonde Finish.



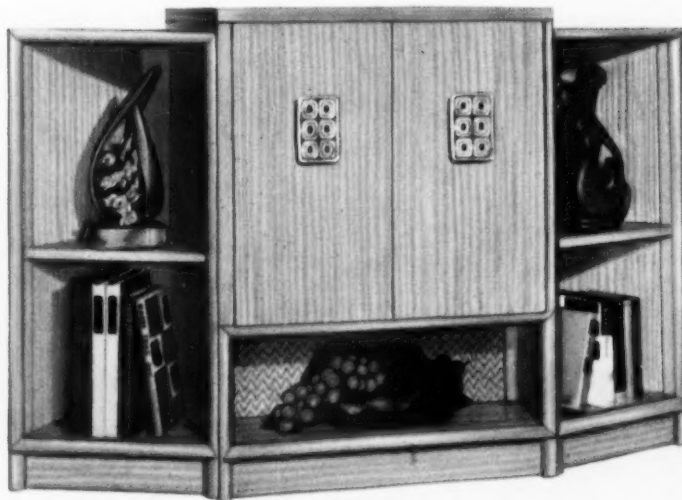
**The HAMPTON** (Model 325) 21" Mahogany Table Model. Also in Blonde Korina.



**The WHITMORE** (Model 320) 21" Table Model. In Mahogany Finish or Grained Blonde Finish.



**The CLARIDGE** (Model 326) 21" Maple Console with HALOLIGHT. Also in Mahogany and Blonde.



**The MARLBROOK** (Model 372) 21" Blonde Console with Doors, featuring HALOLIGHT and optional Corner Cases. Also in Mahogany and Maple.



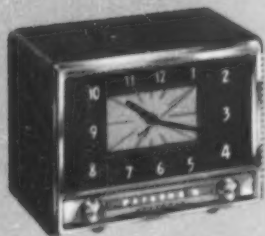
**The PRESCOTT** (Model 301) 17" Console with HALOLIGHT. In Textured Mahogany Finish or Textured Blonde Finish. Also without HALOLIGHT **The WAVERLEY** (Model 306).

FOR YEAR 'ROUND PROFITS—1954

# SYLVANIA RADIOS

steal the Show with Performance  
Eye Appeal and Profit

## NEW! RADIO-CLOCK with exclusive Panelescent Dials



### Glow in the Dark!

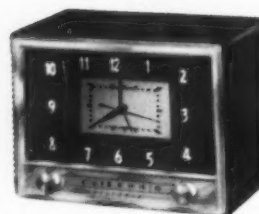
Watch them "go" for this sensationally different Radio-Clock. Actually glows in the dark, makes a perfect night light. Big easily read clock with clear rich-toned radio. In 7 smart colors. A really spectacular seller—and it's a Sylvania exclusive!



### SYLVANIA PORTABLE

#### AC-DC Battery

The most saleable portable radio ever produced! Easy to demonstrate—easy to sell. Concealed flip-up handle, single long-life battery, removable base makes attractive table model for AC-DC operation. In 6 striking out-door-indoor colors.



### SALES WINNER! RADIO-CLOCK

An easy-to-read clock... a powerful rich-toned radio. Designed, styled and priced for volume sales. In 7 beautiful decorator colors. High quality and value make it a big seller!



### Deluxe Table Radio

#### 7 Smart Colors

It's powerful, with 6-tube performance—improved by a big 5" Alnico speaker. Compact color-styled cabinet in smart, modern lines. A radio that will make sales without a sales talk.

### Table Model 563B

#### A Sales Leader

Compact and handsome in ebony plastic, it delivers 6-tube performance. Famous Studio-Clear sound. Built-in antenna. Oversize speaker. Priced for volume sales.



BLAZING NEW SALES TRAILS FOR YOU!

Get Ready for Gigantic

# SYLVANIA TV JAMBOREE

BIGGEST STORE  
TRAFFIC PROMOTION EVER

WATCH  
FOR IT!

Be Sure to Attend big

SYLVANIA SALES POW-WOW IN YOUR TERRITORY

Contact Your Sylvania TV Distributor for Details

The newest, most advanced  
selling idea in the  
automatic blanket business!

**CUSTOM-CONTOURED!** Corners  
are newly designed to fit beds  
perfectly! No riding up, no slip-  
ping off and PLENTY OF FOOT  
ROOM! Here's a brand-new fea-  
ture women will really appreciate  
—and only General Electric has it!



**G-E Sleep-Guard  
AUTOMATIC BLANKET**

Single-bed, single-control PB16A4, \$47.95\*

Double-bed, single-control PB16A1, \$49.95\*

Double-bed, dual-control PB16A2, \$59.95\*

\*Manufacturer's recommended retail or Fair Trade price.

What a powerful selling story this new G-E Custom-Contoured Automatic Blanket gives you!

And when you add the convenience of custom-contouring to the established appeal of General Electric Sleep-Guard dependability and comfort, you have a sales-clincher that no other automatic blanket can even approach!

Decorator colors? A real treasure for your fashion-minded customers—Dresden Blue, Sprout Green, Rose Pink, Citron Gold, Garden Green and Flamingo Red; bindings of Skinner Satin. There's a smart, simple, newly designed Bedside Control, too.

Get your orders in today—G.E.'s huge new advertising program starts selling the new Custom-Contoured G-E Blanket in September in full color in the *Saturday Evening Post*, *Better Homes and Gardens*, *House and Garden*, *Sunset* and *Bride's Magazine*.

Order today! Contact your nearest  
G-E Blanket distributor or write:

General Electric Company,  
Automatic Blanket Department,  
Small Appliance Division,  
1285 Boston Avenue,  
Bridgeport 2, Connecticut

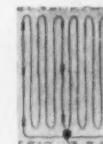
More than 1,500,000 users have found sleeping comfort with G-E Automatic Blankets

**GENERAL  ELECTRIC**

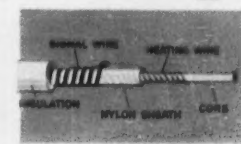
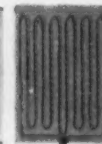
Why G-E Sleep-Guard Blankets are worth more—for you to sell—for your customers to buy!



(Left) Ordinary blanket. Small area of warmth, created by body heat. Sleeper huddles in cramped position. (Right) G-E Blanket. All-over warmth, maintained automatically. Sleeper stretches out, relaxed.



(Above left) Ordinary electric blanket. Lumpy, wide-spaced thermostats; uneven, spotty protection. (Above right) G-E Blanket. Uniformly controlled warmth; no lumpy thermostats, no unprotected areas.



(Above) X-ray of G.E.'s Sleep-Guard, automatic safety device designed to give complete protection: If temperature of heating wire exceeds a certain limit, nylon sheath permits message to be flashed by signal wire to Bedside Control, automatically cutting off current. Only G-E Blankets have Sleep-Guard.

Winner of 1952 National Home Safety Award Grand Prize as product which contributed most to safety in the home.

# Deepfreeze Announces *AMAZING NEW* Freezer Food Service!

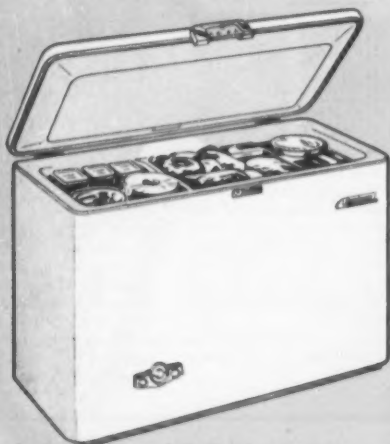
***The most competitive, most complete freezer-food service promotion, prepared for selected appliance dealers!***

Deepfreeze Home Appliances announces the most complete and revolutionary merchandising program ever offered to appliance dealers—the National Co-operative Freezer Food Service!

Ben G. Sanderson, General Sales Manager, stated that there has never been any other profit plan for dealers like this new, approved program. Because it is designed specifically for use by selected appliance dealers, it represents another first in home freezer merchandising by Deepfreeze, the pioneer of the home freezer industry!

Everything an appliance dealer needs for a profitable promotion is arranged for in advance. Sales methods are clear-cut and utilize established distribution channels. A complete package of more than 50 pieces, including 30-minute sound film sales training presentation and sales training guide book, is available.

This is the only frozen food service approved in advance of release by government agencies and interested trade associations. It's just what home freezer prospects want. Mail coupon today for full details.



## ***Complete line of chest-type and upright models***

Genuine Deepfreeze Home Freezers, in both chest-type and upright models, are made in 6 sizes—7 to 23 cu. ft.—and all of them have advanced features unmatched by any other line. New Radiant Condensers give "Sweat-proof" exteriors. Super-

quiet operation, Deepfreeze "Casseroles" and "Handy Basket," Floating Action Lids, "Silent Signal" Lights—these are just a few examples of outstanding design and value. Deepfreeze offers finest performance and convenience features!

***sell the trade-name Deepfreeze —the smartest dealers do!***

© 1953 Deepfreeze Home Appliances, North Chicago, Illinois.

Makers of genuine Deepfreeze Home Freezers, Refrigerators, Electric Ranges and Water Heaters.



## Powerful Promotional Support!

- Leather-bound presentation book for house-to-house canvass.
- Sound slide training film.
- Complete sales training guide book.
- 6 dealer newspaper ad mats.
- TV and radio spot commercials.
- 4-color full-page national advertising in leading magazines.
- Gabriel Heater every week on MBS network of 540 radio stations.
- Consumer folders with the whole story.
- Plus 35 other hard-hitting selling tools!

## MAIL TODAY FOR COMPLETE DETAILS!

Deepfreeze Home Appliances  
North Chicago, Illinois

DEPT. EM-853

Yes, I am interested in becoming an authorized branch of the National Co-operative Freezer Food Service and a Deepfreeze Home Appliance Dealer. Rush me full details today!

Name

Address

City  State

## PRE-SELLING FOR YOU

LADIES HOME JOURNAL  
FAMILY CIRCLE  
WOMAN'S DAY  
HOUSEHOLD  
SMALL HOMES GUIDE  
FARM JOURNAL  
COUNTRY GENTLEMEN

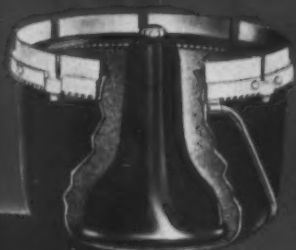
PARENTS'  
AMERICAN HOME  
MODERN ROMANCES  
HOLLAND'S  
SUNSET  
PROGRESSIVE FARMER  
RURAL GRAVURE

Before choosing your new washer  
be sure to see the sensational

# Speed Queen

AUTOMATIC...

Using Speed Queen's  
Tub  
BOWL TUB  
and  
AGITATOR  
Principle



fastest method known  
to get dirty clothes  
really clean!



For literature write  
SPEED QUEEN CORP.  
RIPON, WISCONSIN

Washer & Dryer



Wringer Washers



Ironers



## THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 16

partment stores Bon Marche and Frederick & Nelson dominated the scene. F&N was running a furniture, tv and appliance clearance, with listing of items included on the sale. Six refrigerator advertisements appeared: a straight product story on the 8.55 cu. ft. GE by Frederick and Nelson; the Bon Marche offered a private brand at \$60 savings; a 7 cu. ft. Bendix refrigerator was \$159.95 plus trade, at Countner's; a 7 cu. ft. Crosley was \$199.95 at Commercial Auto Service; a \$100.00 trade in offer on a \$399.95 GE was made by Star-mount, and Sears offered its \$279.95 refrigerator for \$229.95.

Five automatic washer advertisements brought the Seattle people the chance to rent a Kelvinator for \$1.00 a week at Sunset Appliance, the opportunity for a double trade for old washer regardless of condition for a new Kelvinator at MacDougall stores; a view of the GE all-electric laundry by Rhodes; and a chance at the Sears Kenmore at saving up to \$60.

**Mountain States.** In the mountain states, the advertising picture changed completely between Salt Lake City and Denver. Appliances ran heavy in Salt Lake City, light in Denver. Television was being pushed well in the one-year old Denver market, very slightly in the pre-freeze market of Salt Lake City.

In this area where food-freezer plans ran the gamut into general disrepute, only giant, powerful, Mormon-Church owned ZCMI was willing to use large display copy for a "home freezer food plan". The plan offered an Amana upright freezer for nothing down and two years to pay, plus 6 months to pay for a 6 months supply of frozen foods.

While the week's advertisements of tv in Salt Lake City together did not make a full page in the Tribune, dealers in Denver placed 11 advertisements. Biggest Salt Lake City copy was by ZCMI with a \$100 trade in offer for any old radio or tv toward a \$369.95 Emerson. Of the advertisements in Denver, seven were offering specials—a 30-day money back guarantee by Muntz on a \$139.95 twenty-inch set; \$1 down delivered a Motorola from Jira Auto Supply; Colfax Radio & Appl. was giving \$70 for any old radio on \$299.95 Motorola; Mel Zelinger announced \$329.95 and \$309.95 Motorolas at \$229.95 in a trade-in sale; Watkin's Furniture featured a bankrupt sale of another Denver TV firm with sets at "50-cents on the dollar"; Daniels & Fisher dept. store had a \$399.95 GE at \$299.95. Only distributor advertisement was a full page on the 1954 Zenith line by Western Appliance Corp. Straight product copy was run by American Furniture on Philco, by Denver Dry Goods Co. on Packard-Bell, and on private brand by the May Co.

**The Southwest.** Deep in the Southwest, appliance advertising in Albuquerque ran far out of proportion to the size of the market, compared with the amount of advertising placed in most other cities of the Far West. Dominating the scene there during the June 21-28 period was a freezer contest sponsored by the Appliance Merchandisers Assoc., which brought forth seven pages in the Albuquerque "Journal" on June 28 where 22 dealers and other interested parties advertised home freezers, refrigerators, and food sources. They shot their bolt in this one big splash because they had been saving for it—during the previous week only two freezer display advertisements were placed. However, refrigerators showed up in 11 advertisements, with Montgomery Ward offering \$20 to \$40 savings on two models; a "double trade-in allowance" for a 1941 or newer, working refrigerator toward a GE LK-95K refrigerator in a distributor sponsored advertisement with dealer listing; a straight product showing of the Frigidaire line by American Furniture.

During the period there were nine advertisements of air cooling equipment, all on evaporative equipment or fans. Only two companies in Albuquerque advertised TV in this long-established but no-network market.

From surveying the advertisements in those cities one can conclude that even during what has been the traditional refrigerator season, few dealers or distributors expected to move refrigerators on the strength of the features of the 1953 boxes alone, that they feel the market is better developed by featuring the dollar value of the old refrigerator in the prospects home than it is by showing the value of the new model on the dealer's floor. Also that by the end of June most tv dealers, even in the newer, less-saturated markets like Portland and Spokane, no longer expect to move much merchandise during a season when the public is spending its time outdoors. Evident, too was the average dealer's attitude toward automatic washers—that these big ticket items are still hot, that they can be sold on features and that while trade-ins are necessary no inflated value must be put on old machines. Obvious, too, was that few dealers saw the seasonal market for portable radios and were permitting jewelry stores to make an easy play for this and small appliances.

It seemed true also, that in spite of the emphasis on large trade in offers and price reductions, these were being done as a matter of policy and as a result of special purchases, not the result of any condition of distress.

And speaking of distress, dealers in the Far West who heard Admiral's Joe Marty speak at meetings here are still chuckling over his story of the distributor who sighed "I don't want to set the world on fire—just my warehouse."

*year in . . . year out . . . more and more  
appliance manufacturers  
turn to*

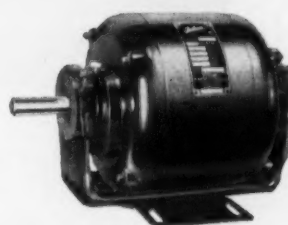
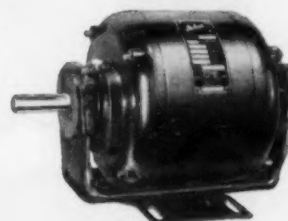
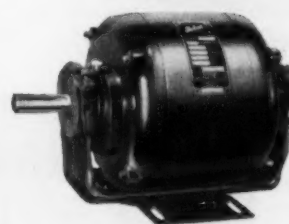
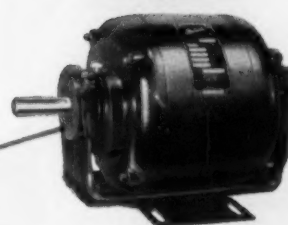
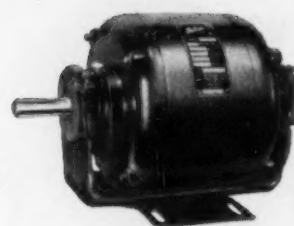
## PACKARD ELECTRIC MOTORS

Manufacturers who produce motor-powered products in volume know from experience the advantages of using motors of Packard Electric. A motor especially adapted to the product fits better in the space available . . . provides correct starting and operating torques . . . is built to stand up on the job.

If you manufacture a motor-powered product, Packard Electric engineers can help . . . can design the motor that will assure you of satisfactory product performance for your customers. And Packard Electric, with its tremendous facilities, can mass produce the motor for you—at low cost.

That's why we suggest you talk with Packard Electric about any motor problem. Packard can provide the right motor for you.

DEPENDABLE APPLIANCE MOTORS FOR THIRTY-SIX YEARS



**for:**

DRYERS  
WASHERS  
IRONERS  
WATER PUMPS  
LAWN MOWERS  
OIL BURNERS  
BLOWERS  
VENTILATING UNITS  
STOKERS  
DISPOSAL UNITS  
BENCH TOOLS  
COMPRESSORS  
MILKING MACHINES  
CREAM SEPARATORS



**Packard**  
REG. U.S. PAT. OFF.  
TRADE MARK

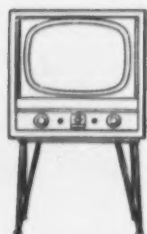
Packard Electric Division  
General Motors Corporation  
Warren, Ohio

**BRAND  
NEW**

# 23 G-E



Model 21T10 \$259.95\*  
Black plastic, 21-inch.  
Base extra.



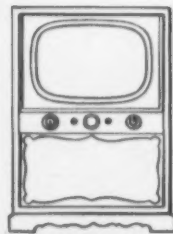
Model 21T11 \$289.95\*  
Comb grain blond oak,  
21-inch. Stand extra.



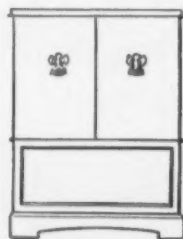
Model 21T12 \$289.95\*  
Mahogany plastic, 21-inch.  
Stand extra.



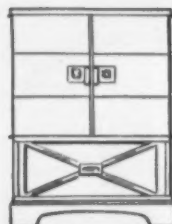
Model 21C117 \$369.00\*  
Blond comb grain oak,  
21-inch.



Model 21C119 \$375.00\*  
Genuine mahogany veneers,  
21-inch.



Model 21C121 \$419.95\*  
Blond white oak, 21-inch.

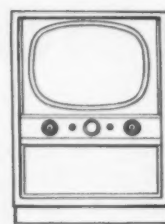


Model 21C120 \$399.95\*  
Genuine mahogany veneers,  
21-inch.

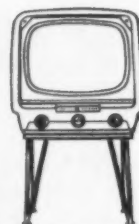


Model 17T15 \$179.95†  
Mahogany plastic, 17-inch. Stand extra.

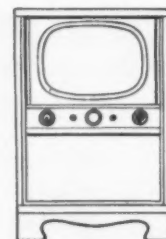
†Includes Federal Excise Tax, one-year Factory  
Warranty on picture tube and 90 days on parts.  
Prices subject to change without notice. UHF at  
additional charge.



Model 21C113 \$299.95†  
Genuine mahogany veneers,  
21-inch.



Model 21T11 \$259.95\*  
Mahogany plastic, 21-inch.  
Stand extra.



Model 17C127 \$269.95\*  
Genuine mahogany veneers,  
17-inch.

## GE BLACK-DAYLITE TV

• Priced competitively from \$179.95!† Every one under \$300.† Yet these 6 G-E models offer many selling advantages of sets priced near \$500—noise canceller circuit... exceptionally sensitive chassis... excellent fringe reception... retrace line eliminator... new functional mask.

Available with All-Channel UHF-VHF Tuner



Model 21C116 \$349.95\*  
Genuine mahogany veneers, 21-inch.

## GE BLACK-DAYLITE TV DE LUXE

• 6 G-E Black-Daylite models with real step-up sales features! Features that give a finer picture... features you can demonstrate. Unmatched 21-inch Aluminized Picture Tube... tilted, deep-tint safety glass—features found in the most expensive G-E sets.

# HEADLINERS



## BLACK-DAYLITE Ultra-Vision

580% more picture contrast than average of 9 other sets\*\* Available with ALL-Channel UHF-VHF Tuner

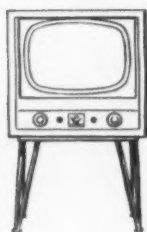
COVERING every taste and price range, G-E presents 23 headline models styled and engineered to lead the profit parade for the next 12 months. Here is furniture in the world's choicest woods...mahogany, cherry, comb grain limed oak...modern and traditional...to delight every buyer's taste. Two all-new G-E chassis for the finest *all-channel* VHF and UHF reception ever achieved in any price range. All this in one line a year, for simpler, cleaner inventories—for profits right down the line, right through the year. No wonder top television dealers are saying, "The one 'must' line for '53 is now G-E!"

General Electric Company, Radio and Television Department,  
Electronics Park, Syracuse, New York

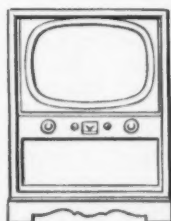
• In nationwide side-by-side comparisons, Ultra-Vision is voted Best Picture by 7 to 1. Famous G-E Aluminized Tube, greatest G-E chassis, increased band width of 50 megacycles for TV's sharpest picture. 40° wider viewing angle. "Compare!"



Model 21C228 \$419.95\*  
Comb grain white oak.  
21-inch.



Model 21T21 \$349.95\*  
Comb grain white oak.  
21-inch. Stand extra.



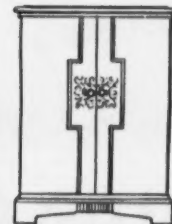
Model 21C227 \$419.95\*  
Genuine mahogany veneers.  
21-inch.



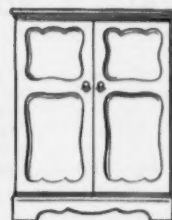
Model 21C226 \$419.95\*  
Provincial cabinet—cherry  
veneers. 21-inch.



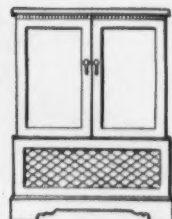
Model 21C225 \$399.95\*  
Genuine mahogany veneers. 21-inch.



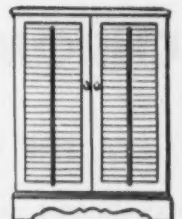
Model 21C233 \$489.95\*  
Classic modern—genuine  
limed oak. 21-inch.



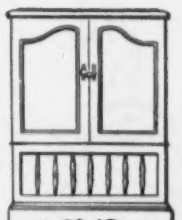
Model 21C231 \$489.95\*  
Genuine mahogany veneers.  
21-inch.



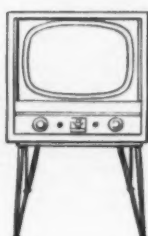
Model 21C229 \$459.95\*  
Genuine mahogany veneers.  
21-inch.



Model 21C232 \$489.95\*  
Genuine cherry, American  
Provincial. 21-inch.



Model 21C230 \$449.95\*  
American Provincial—cherry  
veneers. 21-inch.



Model 21T20 \$329.95\*  
Genuine mahogany veneers.  
21-inch. Stand extra.

You can put your confidence in—

GENERAL  ELECTRIC

\*Includes Federal Excise Tax, one-year Factory Warranty on picture tube and 90 days on parts. Prices subject to change without notice, slightly higher West and South. UHF at additional charge.

\*\*U. S. Testing Co. Report #E-6187-1/26/53

*Now it's yours for*  
**FAST, EASY SERVICE**  
**PROFIT\$**



**THE SUPER HIGH-SPEED**

**CHROMALOX** *Rocket*

**FOR SERVICE & MODERNIZING**

Take a profitable ride on the high-speed cooking tide. Sell the only high speed unit for general replacement. Sell the speed that modern homemakers demand. Stock up with Super High-Speed Chromalox R-O-C-K-E-T-S. Watch the service

calls roll in when your customers find out that *NOW* they can get these units for service and modernization too! Your Chromalox distributor has these units in stock — so call today and order your supply of *Super High-Speed* units.



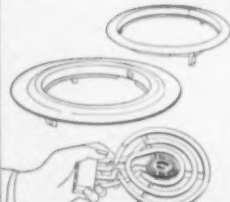
**STOP-WATCH SPEED**

Time it and see! The Super High-Speed Chromalox Rocket beats ordinary units all the time, every time in cooking speed.



**HEAT SAVER**

Chromalox "2-Units-in-1" fits heat to small utensils, saves up to 45% of electricity cost, keeps kitchen degrees cooler.



**TIME-SAVING SERVICE**

Only a few adaptor rings are necessary to fit the completely assembled Chromalox elements to all range tops.

*The only super high-speed range unit*  
*for ALL electric ranges*

**AT YOUR  
CHROMALOX  
DISTRIBUTORS**

WRITE FOR ROCKET DATA SHEET AND SALES HELPS

RC-65

**CHROMALOX**

**EDWIN L. WIEGAND COMPANY**  
7525 THOMAS BLVD. PITTSBURGH 8, PA.

## ECONOMIC CURRENTS

### Consumers: Still Able, Less Eager

By the McGraw-Hill Dept. of Economics

THE outlook for appliance sales is for more of the same in the second half of the year—sales generally good, but spotty. The economy will continue to operate at a high level, which means that consumer income will stay high enough to allow considerable spending on durable goods. And there is no reason to believe that consumers will change their general attitude toward appliances—which is that this is a pretty good time to buy.

#### HOW GOOD IS "GOOD?"

A description of appliance sales as "generally good" probably needs to be justified. Certainly, sales have not been good for everyone, and some appliances have been in a bad way. But in the country as a whole, reports indicate that sales have been better than last year. There are at least three good reasons why sales may have seemed worse than they were.

First, dealers and manufacturers allowed their expectations to run away with them. They expected sales this year to be far ahead of last year, and they bought and planned on that basis. The fact that sales have not lived up to these expectations does not mean that sales were bad, but only that expectations were incorrect. Dealers will be less disappointed this fall if they are a good deal more cautious in their view of the near future.

Second, sales have varied greatly between different sections of the country. They have been generally good in the South, for instance, and not so good in the Northeast. This is probably a reflection of the slowdown in the growth rate in the economy. Incomes have not been pushed up so rapidly by inflation and industrial expansion this year as in the previous couple of years. In this situation, long-term growth trends take over—so the South, which is expanding incomes rapidly compared to most other regions, continues to show gains, while some of the older markets slow down. In addition, declines in farm income

have hit some of the farm regions hard.

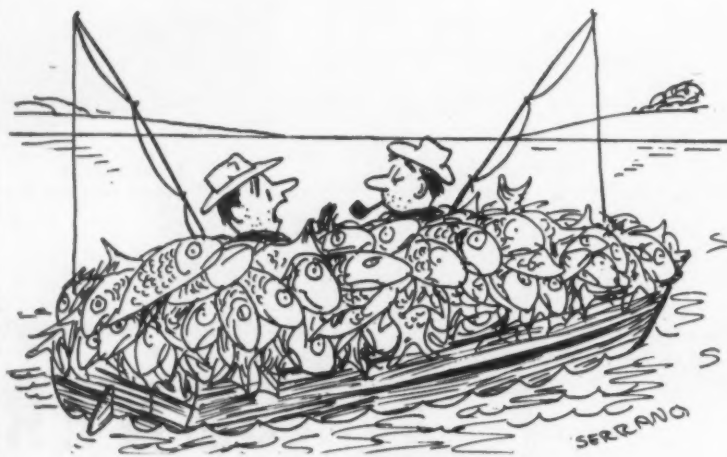
Third, sales experience has varied terrifically between different types of appliances. Cooling equipment seems to have sold well practically everywhere, and some other items are doing well. But refrigerators have been slow in many areas, and some other appliances such as home freezers—have been disappointing. Many dealers have been stuck with too much of the wrong kind of appliance. This probably means that dealers have not paid enough attention to figures showing the saturation of markets for older appliances, and some of them may have counted on new, fast growing appliances to sell themselves—the freezers, for instance. This kind of experience indicates that each dealer should make a special effort to learn the details of his own market and then do some hard selling lines appropriate for his territory.

#### NEW PROBLEMS

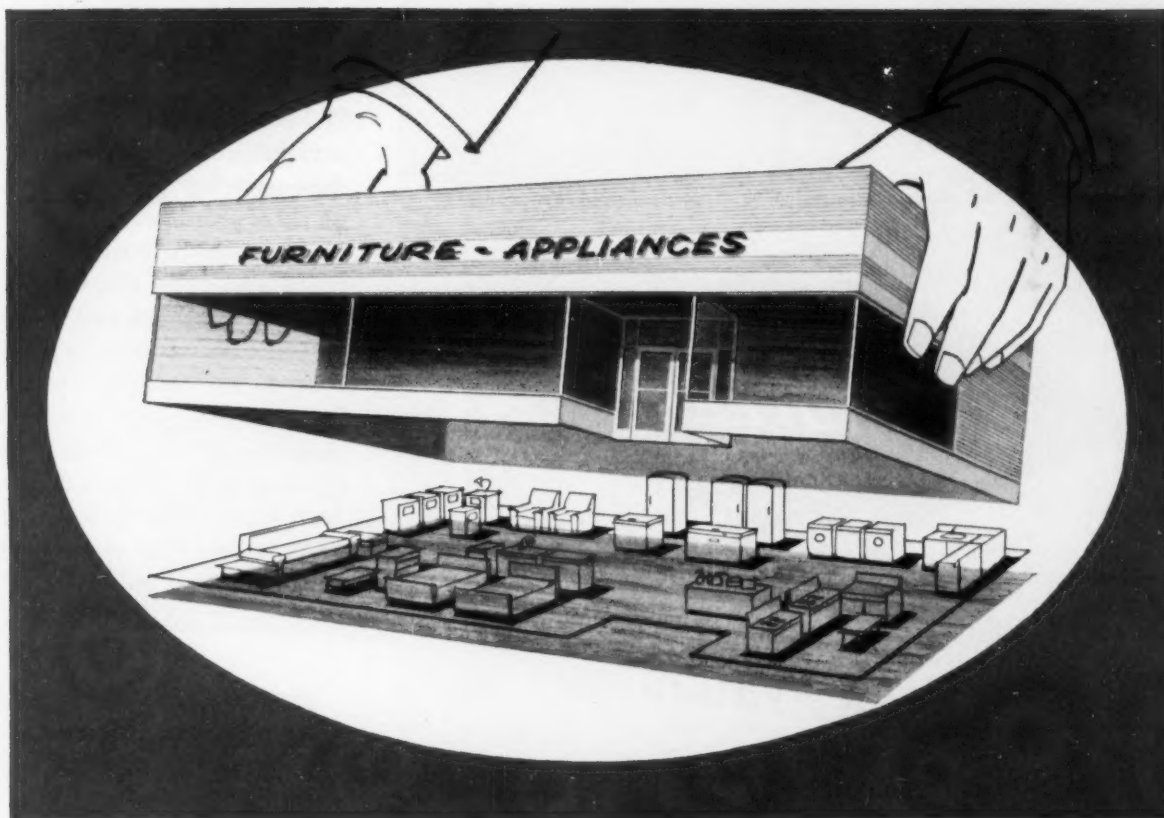
The general economic climate should be favorable to good sales of appliances through the rest of this year. Business in general is expected to continue to operate at high levels throughout 1953. However, there will be some new problems for sellers of consumer durable goods, and some further development of past problems. On balance, sales of appliances are likely to be slightly lower in the second half than in the first half, after allowing for seasonal variations.

Personal incomes are expected to remain about the same through the rest of this year, perhaps dropping a small amount toward the end of 1953. This means that incomes will be at record levels during most of the period, which should be good news for all dealers in consumer goods. However, it's not necessarily entirely good news for appliance dealers. The reason is that consumer income has been rising for most of the past three years. It has rarely dropped at all, except under unusual circumstances (like the 1952

(Continued on Page 36)



"JUST HOW BIG IS THIS HOME FREEZER OF YOURS?"



## Put on a front that builds sales

You, as a furniture and appliance retailer are already accustomed to the sales advantages of modern, high-styled merchandise. Your suppliers are constantly providing newer, better, more modern items for you to sell. But does your store match the attractive design level of your stock and help you build sales?

Smart retailers build sales with eye-catching modern Kawneer store fronts that display and compliment merchandise. A Kawneer front brags about price and quality, invites eyes to become buyers.

Kawneer, designer and producer of store front material, doors and entrances, and colorful Zourite facing, has more than fifty years' experience helping all types of retail businesses to greater-than-ever sales. And a Kawneer store front can help speed turnover of low-price merchandise, or establish the exclusive high-quality appeal.

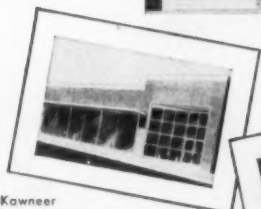
With Kawneer products you can remodel the average furniture and appliance store front quickly and economically, with a minimum of business interruption. A nearby Kawneer Installing Dealer can give you all the facts. Call him today. He's listed under "Store Fronts" in your telephone book's classified pages. Or write Kawneer, Niles, Michigan.



Typical Kawneer furniture store application.



Before, left. After, above. Kawneer appliance store modernization



Kawneer helped this home furnishings store.



Kawneer modernized this appliance store.



# You get 'em in >>> You sell 'em out!



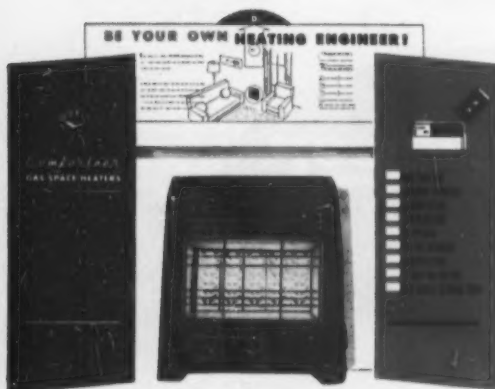
## Profit priced! Low priced! Real retail promotion!

You sell the one complete line that answers the needs of nine out of ten of your customers. With these seven big selling Comforteer models, you get rid of your inventory problems—make your buying easier—save space—keep your working capital working for you. Comforteer heaters are lower-priced because they're mass produced—yet you make your regular profit!

Comforteer room engineered heaters are carefully designed to give quick even heat—more warmth per BTU input. Comforteers meet A.G.A. approval for all four types of gas. They're handsome, fine quality, efficiently engineered.

Gas tested and guaranteed against defects in materials and workmanship.

## we pay you to make money



Your jobber salesman will help you set up an exclusive Comforteer Dial-Scope display. The customer just dials—and the right Comforteer model for each heating problem appears. He will also show you how the new easy-to-handle, quickly identified Comforteer cartons can be converted into selling displays. Every carton has useful window and wall banners. *And your jobber salesman will pay you!*

### We Pay When You Run Ads

Our liberal new co-op advertising plan enables you to run a whole series of down-to-earth retail ads at minimum expense. We help foot the bills and give you the ad-making material you want.

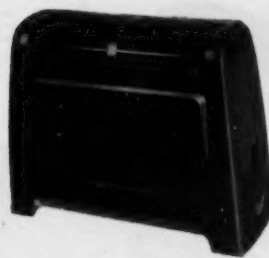
### We Give You a Circus to Give Away

Convertible display cartons contain a Comforteer heater with a complete colorful 15 piece circus—a premium idea—an extra plus to give away to your customers. Kids will love this circus, parents will be delighted with this gift.





**COMFORTER No. 1125-S**  
Unvented circulator, 25,000 BTU. Brown  
"Hi-Bake" enamel.



**COMFORTER No. 135-S**  
Unvented circulator, 35,000 BTU. Brown  
"Hi-Bake" enamel.



**COMFORTER No. 1225-S**  
Unvented radiant-circulator, 25,000 BTU.  
Brown "Hi-Bake" enamel.



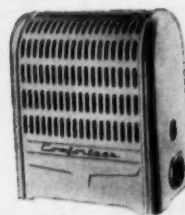
**COMFORTER No. 218-S**  
Unvented radiant-circulator, 18,000 BTU.  
Brown "Hi-Bake" enamel.



**COMFORTER No. 320-S**  
Vented circulator, 20,000 BTU. Brown  
"Hi-Bake" enamel.



**COMFORTER No. 118-S**  
Unvented circulator, 18,000 BTU. Brown  
"Hi-Bake" enamel.



**COMFORTER No. 112-112-C**  
Unvented circulator, 12,000 BTU. 112 in  
White or Brown Porcelain, 112-C in Brown  
"Hi-Bake" enamel.

JOSEPHS: Join the parade to Comforteer.  
A few territories still open.



STEEL  
CONTAINER  
COMPANY

DIVISION OF  
**INLAND STEEL COMPANY**  
6322 S. Monard Ave. • Chicago 28, Ill.  
Plant at New Orleans • Warehouse Stock  
at New Orleans • Chicago • Jersey City

# Features that make *Enterprise* your BEST-SELLING RANGE!

SHOW your customer the big work space she has on top of this Enterprise electric range...the separated units to allow cooking in four large utensils at once without crowding!

SHOW her the monotube top units...their flat surfaces for better contact under vessels and evenly distributed heat...their seven cooking speeds...how easy they are to clean!

SHOW her the electric control clock that starts and stops cooking in either full-sized oven...the high back guard to protect her kitchen walls!

SHOW her the price tag...she can own the Enterprise for up to \$75 less than other nationally known ranges!

TO SHOW these popular features is to sell a guaranteed Enterprise that won't come back to a customer who will.



Enterprise makes a range for every kitchen - 16 electric, 33 gas models. See your Enterprise distributor today or write for all details.

MODEL 26384

Serving a value conscious America for nearly 100 years  
**PHILLIPS & BUTTORFF MANUFACTURING COMPANY**  
NASHVILLE 3, TENNESSEE

## Economic Currents

CONTINUED FROM PAGE 32

steel strike—and even that halted the advance in incomes for only one month). This steady rise in income has undoubtedly had a substantial effect on appliance sales. People have used even a small increase in income to buy TV sets and other equipment on installments. The absence of increases in income that have helped boost sales in the past obviously can make selling harder, even though the total of incomes does not actually decline.

The possibility of a shortage of funds to finance installment buying may become more of a problem in the remainder of this year. Federal policy still points toward making borrowing harder and more expensive. (See *Economic Currents* in the July issue.) This policy has resulted in raising the cost of small loans from many banks, and the shortage of money is reported to have made loans completely unavailable in a few cases. In addition, there have been increasing reports of troubles with collection, which may make lenders more reluctant to make the less assured loans in the future. The squeeze on money does not mean that sales on time are out from now on. But it does mean that it will be hard to boost the share of appliance sales made on credit—and credit has recently been a large and growing factor in keeping appliance sales high.

### CAR COMPETITION

Competition from automobile dealers will also continue to be a problem. Auto sales will be lower in the second half than in the first, as they always are. But they will still be very high compared to all past years except 1950. High auto sales mean a drain on consumers' pocketbooks—and also a drain on supplies of credit, since about 70% of car sales now involve some borrowing. In the past few years, people have been able to buy both cars and appliances at the same time, with the help of credit and a steady rise in their incomes. But the combination of tight credit and leveling off on income will turn some of these car-and-appliance buyers into car-or-appliance buyers.

All these developments are essentially fringe questions. They mean only that selling is likely to be harder—not that it will be impossible. The basic facts are still that consumers' incomes will be about as high as they ever have been, and that people still want appliances. However, these developments do indicate that the coming months will demand more careful buying and more determined selling methods from appliance dealers. These facts, plus the fact that appliance manufacturers can now produce more than dealers could conceivably sell, mean that competition will be tougher from now on. But there are still plenty of buyers around in most sections of the country—and many of them are willing and able to buy. They are simply not as eager as they used to be. End



**\$24<sup>95</sup>**  
**VALUE**  
 for only \$5.00  
 and 30 Sylvania  
 Premium Tokens . . .

Between Aug. 1st and Nov. 15th

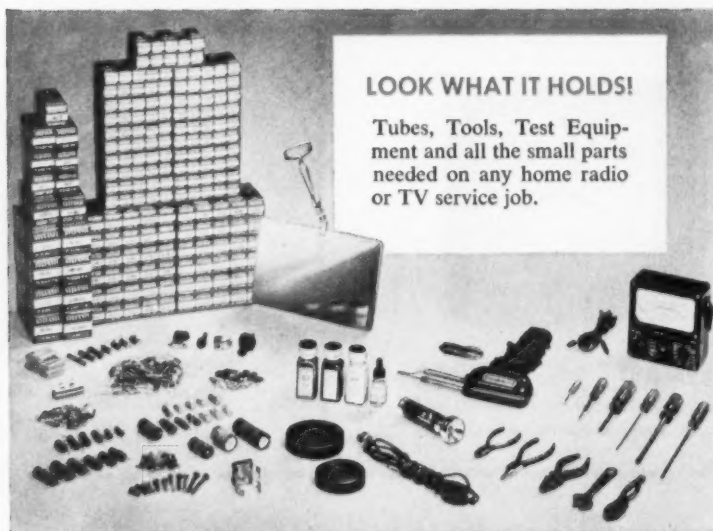
You get  
 both chest  
 and parts tray

**Servicemen! Here's Your Sylvania**

# T-N-T CHEST

(TUBE AND TOOL)

*The Most Valuable Service Aid You've Ever Seen!*



Talk about a useful servicing aid . . . this Sylvania T-N-T (Tube and Tool) Chest is really it! Carries more tubes, tools and parts than any chest on the market!

**LOOK AT THESE FEATURES:**

- Bass and fir plywood case
- Waterproof Du Pont Fabrikoid cover
- Holds 187 receiving tubes
- Lightweight folding aluminum tool and parts tray
- Unbreakable plastic handle
- Brass-plated hardware
- Room for mirror and ohmmeter
- It's a complete, portable service shop!

**ACT NOW . . . Offer Limited!**

This chest is now yours for only \$5.00 and 30 Sylvania Premium Tokens. Offer good only between August 1st and November 15th. See your Sylvania Distributor who has these kits now.

# SYLVANIA

Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.

**LIGHTING • RADIO • ELECTRONICS • TELEVISION**

In Canada: Sylvania Electric (Canada) Ltd.  
 University Tower Building, St. Catherine St., Montreal, P. Q.

Remember, you get 1 Sylvania Premium Token with every 25 receiving tubes or with every picture tube you buy.

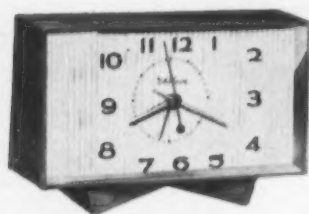
new  
variety  
in price!

# 12 new and new look

Surveys show 71% of clock purchases depend

The TELECHRON clock line

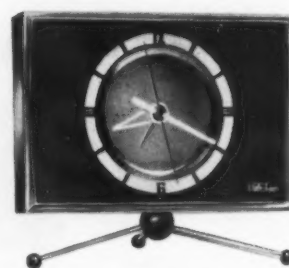
## 6 new models



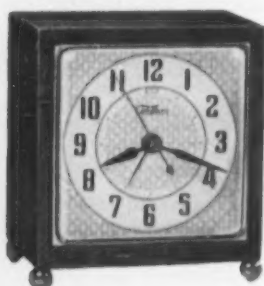
**DECOR** \$6.95\*  
Smartest look at amazingly low price!  
Dependable alarm.



**ILLUMINETTE** \$9.98\*  
Features lighted dial with off-dim-  
bright regulating knob! Alarm.



**PERSPECTIVE** \$17.95\*  
Tomorrow today, for ultra-moderns!  
With pleasant alarm.



**GRACEWOOD** \$9.98\*  
High style, new alarm. Mahogany  
wood; also blond and maple finish.



**TELEMAID** \$6.95\*  
Conventional styling. Chrome-color  
panels. Red, white or yellow case.



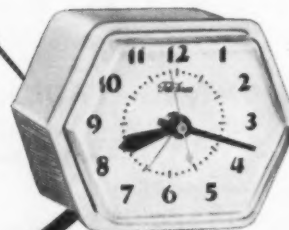
**WOODMONT** \$29.95\*  
Impressive gift. Traditional styling.

19 PAGES OF FULL-COLOR ADVERTISING THIS FALL!

Ask your distributor about

### Sales sensation of 1953!

- ✓ Low price!
- ✓ Fast turnover!
- ✓ Big volume!



**DORM** \$3.98\*  
Terrific little alarm. Also available  
with luminous features, \$4.98\*.

# Telechron

ELECTRIC  
CLOCKS

on variety you display!

provides a price and design for every customer!

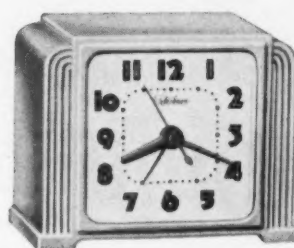
new  
variety  
in design!

## 6 new look models



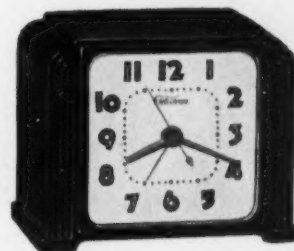
**YACHTSMAN** \$9.98\*

Neat, nautical alarm. Ivory color or new brown case.



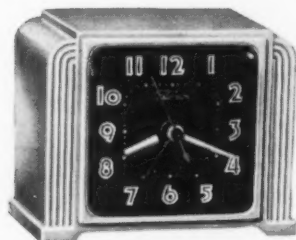
**LITTLE TEL** \$5.50\*

America's most advertised electric alarm. New dial and hands.



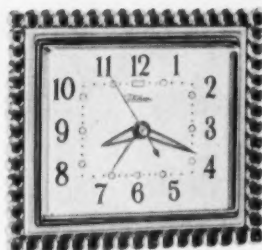
**LITTLE TEL** \$5.50\*

Ever-popular design, in brown case. New dial and hands. Alarm.



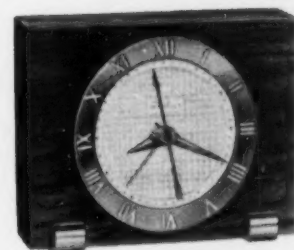
**LITTLE TEL** \$6.50\*

Sweet fast-seller—with new luminous features. Alarm.



**TIARA** \$7.95\*

Jewel of an alarm. Ivory color or new pink, blue, green pearlescent cases.

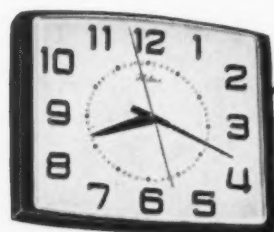


**AIRLUX (mahogany)** \$17.50\*

Magnificent alarm with new white dial. Gift supreme.

**LIFE! THE SATURDAY EVENING POST! BETTER HOMES AND GARDENS!**

these hot clocks!



**BUTLER** \$7.95\*

Sharp 3-dimensional numerals! Choice of red, white, blue or yellow!

### Special baker's dozen deal:

- ✓ You buy 12 Butler clocks.
- ✓ You get 1 Butler at no extra cost!
- ✓ You earn \$46.11 profit!

\*Prices plus tax. Prices and specifications subject to change without notice. Telechron is a trademark for products of Telechron Department, General Electric Company, Ashland, Mass.

# They'll be coming in your windows!



# They'll be coming in your doors!



## To Enter General Electric's \$20,000 Cleaner Contest!

**Mister**, you'd better hire yourself some extra help and a couple of traffic cops!

You see, to win one of the 20 cleaners a week General Electric is giving away during September, October and November, the women in your town have to come to you!

Because only *you* have the entry blanks for this contest!

Talk about *opportunity*! Mister, this is really your chance to get your rightful share of the multi-million-dollar cleaner business.

Just think what the contest does for you. It brings you all the cleaner prospects in your town and lets you demonstrate the new best-selling General Electric Swivel-top to *every one* of them!

So you've got these hard-to-get-at "in home" customers right where you want them. And you make them easy-to-sell-to "in store" customers!

General Electric is announcing the contest in their full-color ads in *LIFE* and *GOOD HOUSEKEEPING*, starting in September.

And General Electric has everything you

need to make this contest the biggest thing that's ever happened to cleaner sales in your store. Everything you need for tying in . . . banners for your store window, display pieces for your counter, direct mail pieces and newspaper mats.

Your local G-E distributor is waiting to give you these sales aids, the entry blanks and full details. Call him today!

**General Electric Company**, Small Appliance Division, Bridgeport 2, Connecticut.

*You can put your confidence in—*

**GENERAL**  **ELECTRIC**



# ON THE BEAM WITH CROSLEY TV



**AVCO MANUFACTURING CORPORATION** American Kitchens Division, Connersville, Indiana • Bendix Home Appliances Division, South Bend, Indiana; Clyde, Ohio • Crosley Division, Cincinnati, Ohio; Richmond, Indiana; Nashville, Tennessee; Carrollton, Kentucky; Batavia, Illinois • Crosley Broadcasting Corp. (Radio Stations WLW, Cincinnati, Ohio, and WINS, New York, and Television Stations WLW-TV, Cincinnati, Ohio; WLW-C, Columbus, Ohio; WLW-D, Dayton, Ohio, and WLW-A, Atlanta, Georgia) • Bridgeport-Lycoming Division, Stratford, Connecticut • Lycoming-Spencer Division, Williamsport, Pennsylvania • New Idea Division, Coldwater, Ohio; Sandwich, Illinois • Horn Manufacturing Co., Fort Dodge, Iowa • Esco Flow Division, Chicago, Illinois

## Distributors Cheer Crosley Plans at Cincinnati Convention

# CROSLEY '54 LINE FEATURES EXCLUSIVE "PICTURE-SENTRY"

### New electronic development wipes out roll-over, streaks and flutter

Crosley distributors actually stood up and cheered when they saw Crosley's new TV line, its advertising program for '54, and the stars of "Your Hit Parade" presented at the Cincinnati convention. And Crosley gave them plenty to cheer about.

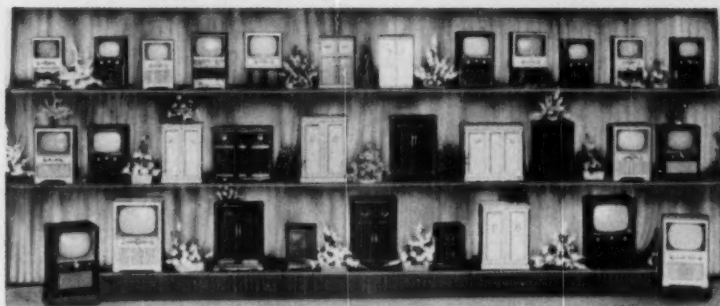
This is the most complete TV line Crosley has ever produced—30 beautiful new models, 20 custom sets, 10 deluxe models—including the first commercially produced remote-control television-radio-phonograph combination.

More than that, Crosley has a terrific new feature in its exclusive "Picture-Sentry," an advanced electronic circuit that automatically guards against interference. "Picture-Sentry" wipes out roll-over, streaks and flutter, brings in amazingly true-to-life pictures.



### CROSLEY "FIRST" REMOTE-CONTROL TV-RADIO-PHONOGRAPH COMBINATION

It's the first commercially produced remote-control combination, and literally it has everything: 27-inch screen, all-channel "Picture-Sentry" reception, AM-FM radio, 3-speed record player, and remote-control unit. It's all housed in three exquisite pieces of fine furniture, available in mahogany or comb-grain white oak.



Part of the most complete TV line in Crosley history, these beauties lead the '54 Crosley list of 20 luxurious custom sets and 10 economy-priced deluxe models.

This year again every Crosley cabinet is made only of the finest, rich wood: mahogany, select veneers, or comb-grain white oak with limed oak finish.

Crosley screen sizes are big, too—

from 17 to 21, 24, and 27 inches!

With Crosley gaining a bigger percentage of the TV market each year, the '54 "Picture-Sentry" line promises to lead Crosley TV dealers on to their best year yet.

## CROSLEY SPONSORS "YOUR HIT PARADE" ON TV THIS FALL

### Top-Ranking Musical Show Has Won 11 TV Awards!

Saturday punch in Crosley's '54 campaign is the sensationally popular "Your Hit Parade"

Winner of the Peabody Award for the best entertainment in all TV, "Your Hit Parade" was cited for its "consistent good taste, technical perfection, and unerring choice of performers . . . a model of charm and good taste, appealing to every age group . . . A credit to producers, sponsors, and the entire television industry."

Watch for "Your Hit Parade" starting September 19 on NBC



Dorothy Collins and Snooky Lanson, stars of "Your Hit Parade"

TV. Week after week the Hit Paraders will be bringing the Crosley story right into your customers' homes, telling them about the exclusive Crosley "Picture-Sentry," building your TV sales throughout the year.



## CROSLEY

Picture Sentry  
Guards against interference

### Exclusive "Picture-Sentry" Hottest Promotional Hook TV Has Ever Had!

"We've licked what was one of the few remaining annoyances in television." That's how H. E. McCullough, general sales manager for Crosley TV, introduced Crosley's electronic "Picture-Sentry" at the Cincinnati convention.

It's an advanced electronic circuit using a transistor-like germanium diode. And the "Picture-Sentry" is exclusive with 1954 Crosley TV!

(Continued on following page)

# "ON THE BEAM".....with CROSELEY TV

## Exclusive "Picture-Sentry" Gets Biggest Crosley Promotion Ever!

(Continued from preceding page)

The Crosley "Picture-Sentry" guards against interference, wipes out streaks, roll-over, flutter, and brings you amazingly true-to-life pictures. That's a fact your customers will see for themselves the moment they spot a new Crosley TV in action on your floor.

You'll see and hear plenty about the Crosley "Picture-Sentry" this year. You'll see the "Picture-Sentry" leading "Your Hit Parade" on TV Saturday nights. You'll see the "Picture-Sentry" in action on Dave Garroway's early morning TV program, "Today."

You'll see the Crosley "Picture-Sentry" practically march right out of the first 3-page "fold-over" TV



First "fold-over" TV ad ever to appear in The Saturday Evening Post, Collier's, and Look opens right out to grab readers and sell them on "Picture-Sentry" Crosley TV.

ads ever to appear in Saturday Evening Post, Collier's, and Look.

And when you open Holiday, The New Yorker, Sunset, House Beautiful and House & Garden, you'll see the Crosley "Picture-Sentry" boosting your Crosley TV sales there, too.

You'll hear about "Picture-Sentry" on radio spots through 93 top markets.

What's more, you'll see the full-page Crosley "Picture-Sentry" ads appearing in 154 key-city newspapers across the country. You'll see "Picture-Sentry" billboards that will be showing in more than 80 markets. You'll see Crosley "Picture-Sentry" banners and "Picture-Sentry" statuettes.

Better call your Crosley distributor and find out all about it, because your customers will want to know.

### PHOTO SERIES SHOWS HOW "PICTURE-SENTRY" WORKS



**IN THE STUDIO**—under controlled conditions—cameras pick up perfect image. Diagram represents television wave pattern as it appears on engineer's oscilloscope.



**BUT MAN-MADE INTERFERENCE**—a passing truck, a neighbor's vacuum cleaner—can distort TV waves. Such interference scrambles the wave pattern like this.



**SCRAMBLED TV WAVES** ruin reception on ordinary TV sets. Picture becomes streaked and distorted. Crosley tackled wave distortion... developed exclusive Picture-Sentry.



**CROSELEY PICTURE-SENTRY** (an advanced electronic circuit) controls TV wave pattern; guards against scrambling. The image on '54 Crosley stays clear, sharp, true to life... as in the studio.

## Wife Services TV Sets For Denver Crosley Dealer

Take your hats off to Mrs. Walter J. Baker, gentlemen! For the distaff side of Baker Appliances in Denver not only goes out and gets customers, interviews them and closes sales, but she even installs and services the TV sets!

Psychologists may tell you this works out well because women naturally pay more attention to little details. But Mrs. Baker will have



Mrs. Walter J. Baker proves that TV service is a woman's business, too.

## COLIN'S "COUNT THE C'S CONTEST" SELLS 112 CROSELEYS IN LESS THAN A MONTH

Denver dealer gets 6000 replies from 12 states

When Colin's Appliance and Automotive Center ran its "Count the C's Contest," E. W. Linkow, owner and manager, reported, "The response was terrific! Much greater than we had anticipated."

Colin's took a full page in The Denver Post, featured a drawing of a Crosley TV set, sprinkled it with C's, and offered \$7,775 in prizes to customers who came closest to the right number.

First prize was a 17-inch Crosley table model. Second prize was a \$75 merchandise certificate. Other prizes were merchandise certificates for \$50 and \$25.

Within the first month alone Linkow reports he sold 125 TV sets, 112 of them Crosleys! Not bad for a start when he had originally estimated a top sale of 130 Crosleys before the end of the contest.

none of that. She just likes to fix things. Besides, she says that 90% of all the service troubles she comes across can easily be taken care of with a quick look into the Crosley TV Service Reminder.

## \$7,775<sup>00</sup> IN PRIZES

Follow "Count the C's Contest" ABSOLUTELY NOTHING TO BUY!



W.A. Blee  
says



A great many people in business today are worried about the effects of a sharp reduction in defense expenditures.

This is a peculiar attitude for any businessman to take. I feel absolutely sure that any reduction in government spending will be followed by actions which will enable us to make another great step forward in further raising the already high American standard of living.

I say this because the present Administration is committed to reduce taxes just as quickly as it can reduce spending.

This means that the average person will be in a position to spend a greater portion of his income on durable consumer goods.

There are millions of people who recognize and want the advantages and entertainment values inherent in every television receiver, and I believe sales volumes will continue at high levels, regardless of world conditions.

With top-quality products, with strong sales methods and prices that mean real value to customers, we will go forward to even greater progress in the year ahead.

Crosley's completely new and different television line, and the volume of manufacturing planned for the year ahead are evidence of our faith and hope for 1954 and the future.

WIN  
\$10<sup>00</sup>

with your best sales story

"Regardless of how competent and careful you are, somewhere, sometime, you are bound to have a repeat service call.

"When such a call confronts me, I'm most careful to greet the customer cheerfully and give him the impression that I'm only too pleased to back up my guarantee and work. I give this repeat call top priority for promptness. I conduct myself and my actions with his TV set so that I create even better good will than at first. This gets around to his friends. It's amazing the amount of new business you get from people who've heard about you from friends."

James G. Hamlett  
270 W. Brighton Ave.  
Syracuse, N. Y.

Send your story to "ON THE BEAM," Dept. 170, Crosley Div., AVCO Manufacturing Co., Cincinnati 25, Ohio.



***The Only Automatic Washer  
That Combines All 3 Most Important—  
Most Wanted Selling Features!***

**1-PULL  
AUTOMATIC!**

With Blackstone's Flex-O-Trol the automatic cycle can be lengthened, shortened, repeated or skipped! Now, starch, bleach, blue, wash *all* fabrics safely!

**2-PULL  
FLEXIBLE!**

The new Blackstone fills, washes, rinses, empties, dries and shuts-off, all automatically! It's perfection in automatic washing plus ease of operation!

**3-PULL  
MECHANICAL!**

Blackstone's 'Autotrol', a positive mechanical timer, eliminates tricky electric gadgets that fail when damp—a powerful selling point!

**MORE 'SALES-CLINCHERS'  
THAT MAKE BLACKSTONE A  
FAST SELLER!**

- 78 POUNDS LIGHTER!
- AUTOMATIC OFF-BALANCE CONTROL!
- AGITATOR ACTION!
- SCUM-REMOVING FLUSH RINSE!
- HI-SPEED CENTRIFUGAL DRYING!
- SELF-CLEANSING STAINLESS STEEL TUB!
- NO BOLTING DOWN!
- BULLET-TYPE DOOR CATCHES!

***...and now a Blackstone costs LESS!***

AMERICA'S OLDEST  
MANUFACTURER OF  
HOME LAUNDRY APPLIANCES

**Blackstone**

Jamestown, New York



Wringer Washers



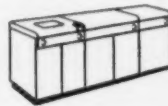
Automatic Washers



Dryers, Gas & Electric



Ironers Portable & Console



Complete Laundry Unit

# NEW! GREATER-THAN-EVER MONEY MAKING PROMOTION FOR HOME HEATER DEALERS!

NEW **3-WAY** COMBINATION OFFER  
GUARANTEES MORE SALES, FASTER SALES  
AND GREATER PROFITS FOR EVERY  
DEALER!

★ BIGGER, BETTER, MORE POWERFUL THAN  
LAST YEAR'S RECORD BREAKING OFFER!

★ **SCOOP** ALL COMPETITION WITH THIS  
PROVEN PROFIT BUILDER!

MAIL COUPON TODAY FOR PROFIT  
MAKING PROGRAM!

To: Queen Stove Works, Inc., Dept.  
Albert Lea, Minnesota

- ☐ Send complete "Old Heater Round-Up" SALE  
Plan details.  
☐ How can I obtain an "Exclusive Superflame  
Franchise" and who is my distributor?

Name.....

Firm Name.....

Address.....

City.....Zone.....State.....

## THE EASIEST WAY TO VOLUME HOME HEATER PROFITS!

Complete Sales and Advertising Kit is furnished! Everything is included  
to make 1953 the *biggest, most profitable* home heater year *you've ever had!*

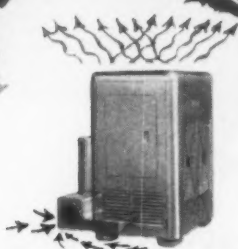
## *Special Message* TO ALL HOME HEATER DEALERS:

Right now is the time to get ready for this proven money making pro-  
motion. Take advantage of its FULL PROFIT POTENTIAL! If you are a  
SUPERFLAME dealer make sure your stocks are complete—make sure that  
you have your complete sales kit—then plan your advertising and promotion  
for the entire period of the offer.

If you are not a SUPERFLAME dealer rush the coupon or write or wire  
today for the name of your SUPERFLAME distributor and full details of  
this super-sensational "Early-Bird" promotion.

# Superflame

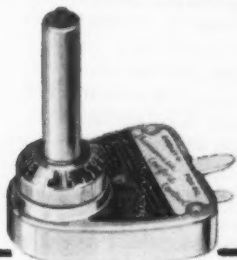
## "OLD HEATER ROUND-UP" TRADE-IN SALE



Superfan fits under Superflame Heaters—gives up to 25% more winter comfort—on the same amount of fuel.

### Superfan **FORCED AIR BLOWER** SAFE! NO DANGEROUS FAN BLADES

America's most versatile air circulator. Superfan provides forced air warmth in winter with Superflame "Fuel-Saver" heaters. In hot summer weather Superfan keeps folks cooler! It circulates, cools bedrooms, ventilates kitchens. It's the modern portable blower with countless uses!



### "SALES-MAKING" AUTOMATIC

**THERMOSTAT** Gives you *FOUR* big sales advantages! Gives your customers: 1. completely automatic heating; 2. "Round-the-clock" comfort; 3. savings in time and work; 4. savings on fuel! No electricity needed. No wiring. No costly installation. Attaches quickly, easily to the top of the safety control valve. Maintains room temperature within 2 degrees. Eliminates overheating and underheating.

## Superflame **OIL HEATERS** WITH THE AMAZING "FUEL-SAVER"

**America's Most Beautiful and Complete Line of Home Heaters!**

Give your customers more for their money with SUPERFLAME! More beauty! More comfort! Amazing fuel savings! Only SUPERFLAME has the super efficient "Fuel-Saver" that increases radiating surface 100% . . . decreases chimney loss 40%. Saves up to 1/3 on fuel *sometimes more!* 20 outstanding sales clinching features in all mean *faster, easier sales!*



**NOW  
IN DECORATOR  
COLORS!**

THROUGH SPECIAL ARRANGEMENTS YOU  
CAN OFFER YOUR CUSTOMER \$47.90 OR  
MORE FOR HIS OLD HEATER IN TRADE  
FOR THIS GREAT 3WAY COMBINATION.  
**QUEEN STOVE WORKS, INC.**  
ALBERT LEA, MINN.

Canadian Distributors:

Great West Electric & Radio, Ltd., Winnipeg & Regina • Trans-Canada Electrical Appliances, Ltd., Toronto & Montreal



## 4 Powerful Reasons Why **CHEVROLET** ADVANCE- DESIGN **TRUCKS** will save money on your job . . .

### EXTRA THRIFTY POWER!

The improved Loadmaster engine in heavy-duty models has new high-compression ratio (7.1 to 1) to squeeze more power . . . more work out of every drop of fuel. In light- and medium-duty models, Chevrolet's advanced Thriftmaster engine delivers top-notch operating economy. Both give you the extra-long life and day-in, day-out dependability for which Chevrolet valve-in-head truck engines are famous.

### ENGINEERED FOR THE JOB!

Whatever you haul . . . wherever you haul it, your Chevrolet truck will be factory-matched to fit your requirements. That means you get the *right* power and the *right* chassis units throughout—tires, axles, springs and clutch—to suit your roads and loads.

It means a truck that will do your job more easily . . . more efficiently.

### MORE RUGGEDLY BUILT!

New Chevrolet trucks are stronger and sturdier than ever before. Frames, for example, are heavier and more rigid. This extra, built-in stamina means miles added to truck life and dollars *subtracted* from upkeep costs! Another important "plus" you get with Chevrolet trucks!

### AND THEY LIST FOR LESS!

No other truck offers all of Chevrolet's advance-design features . . . all of Chevrolet's money-saving advantages. Yet Chevrolet is the lowest priced truck line of all! See your Chevrolet Dealer. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

### CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

**TWO GREAT VALVE-IN-HEAD ENGINES**—the Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load. **POWER-JET CARBURETOR**—for smooth, quick acceleration response. **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement. **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **HYPOID REAR AXLE**—for dependability and long life. **TORQUE-ACTION BRAKES**—on light-duty and medium-duty models and on front of heavy-duty models. **TWIN-ACTION REAR BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-duty models. **CAB SEAT**—with double deck springs for complete riding comfort. **VENTIPANES**—for improved cab ventilation. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—for easier handling. **UNIT-DESIGNED BODIES**—for greater load protection. **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.



# Before she runs you ragged...



## tell her about "DULUX"

Mister Salesman, here's one you've really worked for! And yet every time you pull out that old order pad . . . she's got another question!!! Now's the time—before she gets you nearly frazzled—to tell her about the DULUX Enamel Finish.

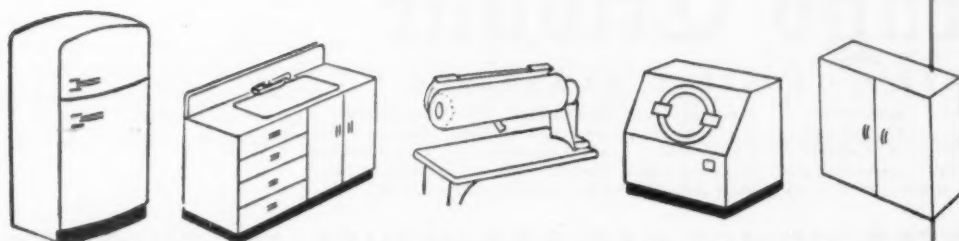
Tell the little lady that DULUX exteriors resist marring, scratching, grease stains and dirt . . . that DULUX won't chip or crack even if the metal is dented. And play up the fact that DULUX—a finish backed by Du Pont's research and world-famous standard of quality—*stays* dazzling white through years of rugged household service. Selling points like these make a powerful impression on smart shoppers everywhere.

Surveys show that dealers all over the country are using the DULUX story to close sales. It has helped make 36 million refrigerator sales.

Remember to emphasize the Du Pont DULUX finish. It's the quick way to clinch the sale.

SALESMAN:

"Over 36,000,000 DULUX-finished refrigerators have been sold already!"





REG. U. S. PAT. OFF.

Better Things for Better Living . . . through Chemistry

# DULUX

REG. U. S. PAT. OFF.

## enamel

**America's leading  
home appliance finish**

CHEMICALLY ENGINEERED TO DO THE JOB BETTER

*For the stronger market position that you want...*

# NO OTHER MEDIUM WITH THE POWER OF

**M**ANUFACTURERS and distributors demonstrate it by their preference for the Tribune. Dealers prove it by their advertising programs. Consumers clinch it by their buying. There is no medium in the multibillion dollar Chicago market that can match the effectiveness of the Chicago Tribune in producing cash-register results!

The selling power that makes the newspaper the primary medium when you want to open up a new market or when sales begin to slip is the same selling power that will keep your sales booming the year around.

#### *Fitted to your specific situation*

You use this selling power to best advantage in Chicago when you use the Chicago Tribune and base your advertising program on a consumer-franchise plan prepared by the Tribune to fit your competitive situation.

When you use the Tribune, you tell your story to the people who buy the bulk of the appliances, radio and TV sets and other household equipment sold here—hundreds of thousands more families than are reached by any other Chicago newspaper. When you sell Tribune readers, you own a consumer franchise that means higher

volume, faster turnover and greater profits.

Appliance manufacturers and distributors know from experience that nothing moves appliances and television and radio sets in Chicago as does the Tribune. Last year the Tribune was first among newspapers in the United States in advertising of housing equipment and supplies.

By making the Tribune their basic buy in Chicago, manufacturers and distributors not only reach and sell more consumers but they also cash in on the important extra weight which advertising in the Tribune carries with dealers.

#### *Extra power from every dollar*

Whether you want to build a quick demand for a new product or inject new life into a sagging sales curve, the Tribune is the medium best able to help you get the action you want in Chicago.

The Tribune consumer-franchise plan can help you as it is helping others. It is a proved procedure that pays off in higher consumer sales, better support from dealers and a stronger market position. Ask a Tribune representative to tell you about the plan. Call him today.

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

	<b>Chicago</b>	<b>New York City</b>	<b>Detroit</b>	<b>San Francisco</b>	<b>Los Angeles</b>
<b>ADVERTISING SALES</b>	A. W. Dreier	E. P. Struhsacker	W. E. Bates	Fitzpatrick & Chamberlin	Fitzpatrick & Chamberlin
<b>REPRESENTATIVES</b>	1333 Tribune Tower Superior 7-0100	220 E. 42nd St. MUrray Hill 2-3033	Penobscot Bldg. WOodward 2-8422	155 Montgomery St. GARfield 1-7946	1127 Wilshire Blvd. Michigan 0259

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

**YOU OWN THE STRONGEST CONSUMER-FRANCHISE IN CHICAGO**

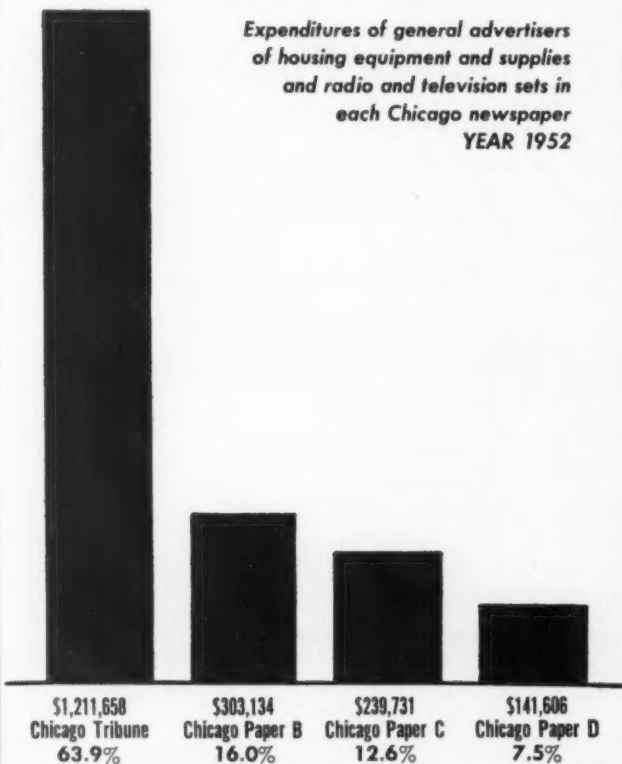
for greater sales the year around, remember—

# SELLS IN CHICAGO

# THE CHICAGO TRIBUNE

## FIRST IN CHICAGO!

*Expenditures of general advertisers  
of housing equipment and supplies  
and radio and television sets in  
each Chicago newspaper  
YEAR 1952*



**HERE IS PROOF** of the Tribune's ability to deliver more sales in Chicago. As shown above, general advertisers of housing equipment and supplies, appliances and radio and television sets last year placed far more of their advertising funds in the Tribune than in all other Chicago newspapers combined. By actual cash expenditures, these advertisers demonstrated a 4 to 1 preference for the Tribune over the second Chicago newspaper.

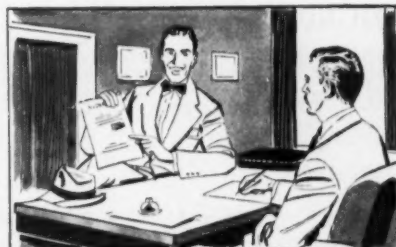
## 4 reasons why you sell more when you use the Tribune



**YOU REACH** more prospects and the prospects who buy most of the appliances and other big ticket items sold in Chicago and suburbs.



**YOU REACH** consumers thru the medium which they shop most for buying ideas when they are actively seeking buying information.

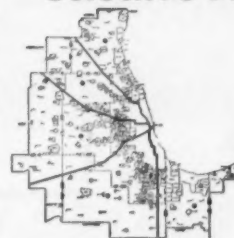


**YOU GET** stronger distribution because your advertising is geared to the sales work of dealers in their own neighborhood markets.



**YOU GET** more dealer support because you build the store traffic and brand preference that builds retail volume and cuts costs.

## Selective Area application of the consumer-franchise plan!



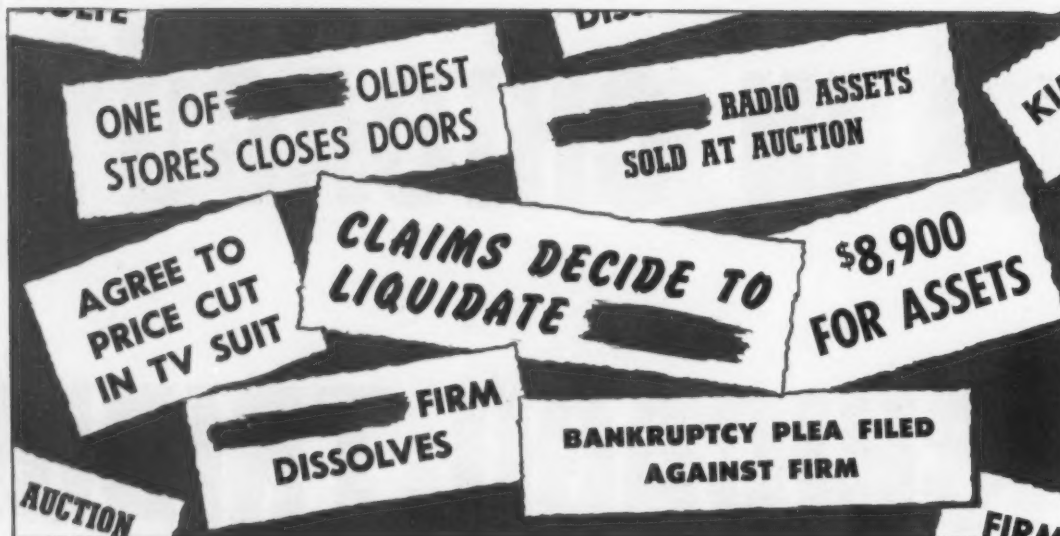
You can use the consumer-franchise plan to sell neighborhood by neighborhood—the way your dealers do. This unique application of Tribune selling power intensifies dealer support at the point of purchase.

It gives your dealers the kind of cooperative selling help they

appreciate. Cooperative Selective Area advertising works with a different group of dealers in each of the five Sunday Tribune neighborhood zones shown on the map. The program can also be used on Thursdays.

Ask a Tribune representative for the details.

**....WHEN YOU BUILD IT WITH ADVERTISING IN THE CHICAGO TRIBUNE!**



# NOT ONE WOULD HAVE GONE BROKE

**...if they had used the Bendix TV Finance Plan!**

The Bendix Finance Plan means that you can give your customers 24 months to pay and you get all your money at once. It takes the gamble out of TV selling.

## RICHMOND BANKER REPORTS:

*"Greatest increase in consumer TV paper since the advent of Bendix TV Finance Plan"*

WRITE TODAY  
FOR BOOKLET



**BENDIX\* TELEVISION & RADIO  
BALTIMORE 4, MD.**

A DIVISION OF BENDIX AVIATION CORP.

- No reserve... no recourse!
- Gives you full sale price immediately.
- Allows you to operate with *all* of your working capital.
- No reserve deposit required from you by banks.
- You can accept paper for 24 month payment.
- The Bendix TV Finance Plan gives dealers complete protection against loss.
- Bendix guarantees you and the bank against loss through repossession.
- Pick up the phone and call your nearest Bendix TV Distributor! Get all the details today.

**Bendix Television and Radio  
Towson 4, Md.**

Gentlemen:

Please send me more information about the Bendix TV Finance Plan.

Name

Address

Town  State



# get ready

for the sales harvest...with

# GIBSON

## food freezers

**With Gibson** you'll reap a rich harvest because you have the most sales-getting features to offer—features the homeowner is quick to appreciate: **automatic temperature controls—extra fast freezing—"stay packt" shelves—convenient door shelves—handy "tilt-out" bin.**

**Beside appealing features,** you'll offer dependability—a food freezer made by a long-established company of enviable reputation—a freezer you know will give years of trouble-free service. What's more, Gibson offers you a type and a size to meet every customer's need! Reasonable financing, too.

**See your Gibson distributor.** He'll help you harvest food freezer profits with the season's most wanted appliances!



# Gibson

REFRIGERATOR COMPANY  
Greenville, Michigan

Also makers of REFRIGERATORS, ELECTRIC RANGES, AIR CONDITIONERS



Hamilton Companion  
Piece automatic  
home laundry

# Hamilton backs 1954 with **RESULTS ASSURED** proof

## Here's the laundry line of the year!

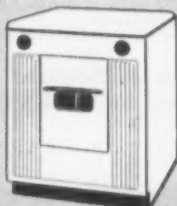
Hamilton, the originator of automatic clothes drying, now gives you a complete line of washers and dryers. Led by the magnificent new Companion Piece automatic home laundry, this new Hamilton line was tailor-made for today's market. There's a sale for every shopper, and no "poor relation" tagalong items to punch holes in your profits. See it...stock it...sell it—the 1954 Hamilton line, ready for you now!



Hamilton  
Automatic Washer



Hamilton Automatic  
Dryer, Gas and  
Electric models



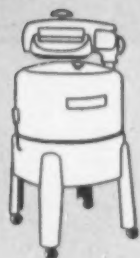
Hamilton Standard  
Dryer. New  
promotional price!



Hamilton  
Deluxe Washer



Hamilton  
Master Washer



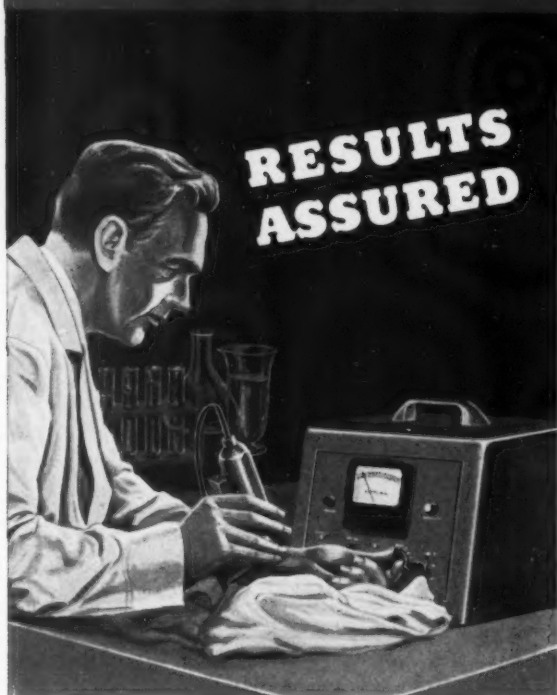
Hamilton  
Standard Washer

*Washday* **RESULTS ASSURED** *mean*  
*sales* **RESULTS ASSURED** *for you*

*For franchise information, write*

**HOME APPLIANCE DIVISION**

# washer and dryer line of better laundering!



## And here's the greatest sales story of any year!

Out of the laboratories of leading nuclear scientists comes this powerful sales story! New scientific method of measuring washability by radioactive tracers used exclusively by Hamilton offers modern-age proof of washday Results Assured!

Here's the answer for today's hard-to-sell shoppers, wrapped up in a promotional package that was planned with you in mind!

Results Assured...another big first from Hamilton, the originator of automatic clothes drying!

Your customers  
will be reading  
about Hamilton  
Results Assured in  
these influential  
magazines...



**be ready with the line! be ready with the story! be ready for the sale!**

go ahead with **Hamilton**

**HAMILTON MANUFACTURING COMPANY • TWO RIVERS, WISCONSIN**

# DUO-THERM OIL HOME HEATERS SELL THEMSELVES BY LIGHTING THEMSELVES!

Exclusive Electric *SELF-Lighter* starts fire  
automatically...starts sales the same way!

NO MATCHES NO PAPER NO STOOPING OR GUESSING  
TURN THE DIAL...SELF-Lighter TURNS ON THE HEAT

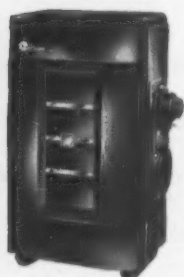
*It's new* ... the hottest oil home heater selling feature of '53.

*It's exclusive* ... on 5 feature-packed, profit-packed Duo-Therm oil models.

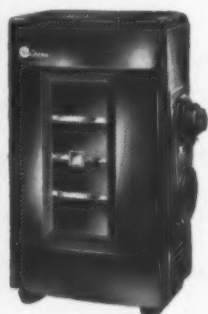
*It's sure-fire* ... to stimulate a lot more "trade-ups" and start a wave of oil  
heater trade-ins. Yours to sell on 5 beautiful Duo-Therm circulating home heaters.



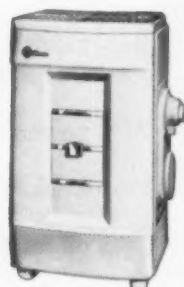
New Windsor  
SELF-Lighter Console  
—Model 957-E.  
50,000 BTU output.



SELF-Lighter  
Imperial Model 624-E.  
41,500 BTU output.



SELF-Lighter  
Imperial Model 724-E.  
53,000 BTU output.



SELF-Lighter  
Imperial Model 622-E.  
41,500 BTU output.



SELF-Lighter  
Imperial Model 722-E.  
53,000 BTU output.

Another DUO-THERM profit-maker  
... with double sales appeal!

Magnificent 2-Burner Duo-Therm  
Regency Console. One burner for  
mild weather . . . two burners  
for a full 78,000 BTU capacity  
in coldest weather.



Turn garbage and trash into cash with

## DUO-THERM GAS INCINERATORS!



The modern, fully automatic gas way to burn  
ALL garbage and burnable trash. LOAD IT  
... DIAL IT ... FORGET IT. Models for home  
and commercial use. Backed by Duo-Therm  
merchandising know-how and a complete  
local promotion program that will help you  
"clean up" in your town.

### More DUO-THERM Heater Exclusives!

**IN OIL:** Dual Chamber Burner gets more heat from  
every drop of oil.

**IN GAS:** Equafame Burner gets more heat from  
any type of gas, including LP.

**IN OIL OR GAS:** Automatic Power-Air Blower  
turns itself on and off, circulates heat by force, saves  
up to 25% on fuel.

22 Oil Models • 9 Gas Models • America's Most Profitable Line

More than 2 million warmly satisfied customers . . .

# DUO-THERM

*Always the Leader!*

Division of MOTOR WHEEL CORPORATION • Lansing 3, Mich.

DUO-THERM is a registered trade mark of the Motor Wheel Corporation, Copyright, 1953



## Bring back that New-Set Sparkle with Performance-Tested Tubes

Meet John Cunningham, a CBS-Hytron Commercial Engineer. John is beginning at the beginning for you. Socket by socket, he is analyzing the tube requirements of a brand-new TV set design.

John knows the superior performance demanded. He concentrates his know-how on insuring top tube operation within standard specification limits. He tests sample tubes . . . checks analysis data. Working hand-in-glove with the set designer . . . and with CBS-Hytron engineers . . . he assures control of the characteristics of all tubes for this new chassis. Finally he achieves . . . from rectifiers to picture tube . . . the perfect performance all of this engineering team (and you) seek.

Constantly CBS-Hytron carries on teamwork like this. Socket by socket analysis. Day in, day out — with 9 out of 10

leading TV set makers. Both tube and set engineers pool their specialized skills. Scores of the nation's foremost TV set engineers help make endless CBS-Hytron improvements. Help assure you of unsurpassed performance in virtually *all* leading TV sets.

Small wonder that your CBS-Hytron replacement tubes recapture that new-set sparkle. Please *your* customers. Cut *your* call-backs. Profit more. Take advantage of CBS-Hytron engineering. Demand CBS-Hytron . . . your logical replacement tube, because it is performance-tested all the way . . . from original to replacement.



Manufacturers of  
Receiving Tubes Since 1921



**CBS-HYTRON** Main Office: Danvers, Mass.

A Division of Columbia Broadcasting System, Inc.

RECEIVING . . . TRANSMITTING . . . SPECIAL-PURPOSE AND TV PICTURE TUBES • GERMANIUM DIODES AND TRANSISTORS



**Now  
CBS-  
HYTRON  
MIRROR-BACK**

**ALUMINIZED PICTURE TUBES**

**27EP4 and 24TP4 . . . both  
mirror-backed, spherical, elec-  
tromagnetic types.**

Leading TV set makers demanded maximum brightness from their large-screen sets. Without strain on component parts. For them, CBS-Hytron introduced its *Mirror-Back* picture tubes. Mirror-like effect of their aluminized backing steps up light output. Adds sparkling brilliance to the picture. Gives greater contrast and freedom from screen discoloration. You, too, will want CBS-Hytron *Mirror-Back* tubes for replacement. Because your customers can see them recapture that bright, new-set sparkle. Order the performance-tested 27EP4 and 24TP4 from your CBS-Hytron distributor.

## One Sure Way to Get MORE DEFENSE FOR LESS MONEY

**H**ow can we get more national defense for less money? The best answer yet given to this question appears in a little-noticed section of the new defense budget. That answer, with which this editorial is concerned, is to provide more equipment with which to step up munitions production in an emergency. Thus we can eliminate much of the need to stockpile finished munitions in advance.

The new defense budget provides an appropriation of \$500 million, to be invested by the Secretary of Defense in specialized facilities required to produce munitions on a wartime scale, but not adapted to profitable operation by private industry in normal times. Facilities of this type are known as "stand-by capacity."

There is no strictly political controversy over the "stand-by capacity" program. It was originally suggested by Clay Bedford, Special Assistant to the Secretary of Defense during the Truman administration. It has since been reviewed and endorsed by the Eisenhower administration. Moreover, it involves little or no technical controversy. Civilian and military experts are well agreed that the only alternative to enormous expenditures for stockpiling

military equipment is to provide enough facilities for producing it quickly in an emergency.

### Here is the Key Idea

In his speech of May 19, introducing his defense budget to Congress and the nation, President Eisenhower stressed the value of such reserve capacity in these terms, "*The more swiftly and smoothly we can mobilize, the less our dependence upon costly standing armies and navies.*"

In accord with this idea, the \$500 million requested for the present reserve capacity program would be invested in tools that require a long time to produce, and so present grave complications in an emergency unless they are ready in advance. Some such tools would be installed in new plants that are needed to eliminate potential bottlenecks in the defense production program. Others would be ordered to replace that part of the government's present machine-tool inventory which is made obsolete by changes in the design of defense products. By completely "tooling up" with the most modern equipment, the admin-

istration hopes to realize a production potential many times greater than could be achieved by spending the same amount of money on military end-products.

### Examples of Savings

*In the specialized field of defense production, adequate modern capacity is the key to both economy and speedy delivery in a pinch.* Here are some striking examples from the recent report of the Advisory Committee on Production Equipment (Vance Committee) to the Director of Defense Mobilization:\*

—In the case of certain ammunition components, the cost of new capacity can be recovered in only six weeks of full production.

—If \$500 million worth of special tools needed to make aircraft are purchased in advance, aircraft production during the first two years of war will be increased about \$18 billion. In other words, it costs 1/36 as much to acquire the tools in advance as to acquire the aircraft.

—In the case of a certain ordnance item, an expenditure equal to the cost of only 150 units of the item will provide the capacity to produce thousands and save three years' time in meeting mobilization requirements.

*Moreover, reserve plants and equipment can be kept up-to-date at only a small fraction of the cost required to maintain an up-to-date reserve of military end-products.* The cost of replacing 5,000 obsolete tanks is at least \$1 billion. The cost of new tools for a tank plant would be less than 10% of that amount.

\*This Committee, headed by Mr. Harold Vance, President of the Studebaker Corporation, included Clay Bedford, then President of Chase Aircraft, Manly Fleischman, former Defense Production Administrator, and several retired military leaders with wide experience in procurement.

### Savings Will Multiply

On the basis of facts like these, the Vance Committee recommended that the Defense Department spend \$500 million to \$800 million per year on specialized defense production facilities in order to provide substantial reserve capacity as soon as possible. It also recommended that expenditures for military end-products which get obsolete rapidly be held to a minimum. The Eisenhower administration has adopted this approach to the problem of munitions production in asking that \$500 million be invested in reserve capacity.

The importance of this approach is much greater than is indicated by the amount of money to be spent on new tools, although this amount will go far toward assuring a healthy machine tool industry, adequate to meet emergency demands. *What is really important is the great saving that can eventually be made in the cost of our defense program by a modern tooling program.* If we are to maintain this program for a long period, and if we are to pay as we go, we must have a low-cost program. No other plan to reduce and control the cost of a garrison economy can compare with the new approach suggested in the Vance Report and now embodied in the new defense budget.

Congressmen will do well to scrutinize all military appropriations carefully. They have a chronic tendency to be too big. But there should be no penny-pinching on investments in capital equipment that will pay out in as short a time as six weeks in a war emergency. It would be tragic if this opportunity for real economy were lost in the controversy over other aspects of the defense program. *The tooling program is a key part of the Eisenhower effort to cut defense costs. It should be promptly approved.*

**McGraw-Hill Publishing Company, Inc.**

**Your Customers asked for it!**

# *Here it is!* **THE NEW ZENITH CHAIRSIDE RADIO-PHONOGRAPH**

- There's room in every living room for this new Zenith combination
- It fits into the room that already has TV
- It's the answer to the space problem in small apartments
- Fits snugly beside sofa or chair. Blends beautifully with furniture. Doubles as a useful end table



**3 Big  
Enjoyment Features  
Only Zenith Has!**

*Only Zenith  
has it!*

## NEW ZENITH COBRA-MATIC RECORD PLAYER WITH STROBOSCOPE



A dot of light shows when records are playing at exact recorded speed, perfect pitch and tempo.



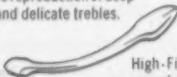
Variable Speed Control! Plays any speed from 10 to 85 RPM, including the brand new 16 2/3 RPM "talking book" records.



High-Fidelity 10-Inch Speaker! Powerful, sensitive, with Alnico V magnet for true reproduction of deep bass and delicate trebles.



New Rubber Turntable Base eliminates record slippage and sound-distorting lint.



High-Fidelity Cobra Tone Arm element pickup makes records sound better longer.

## ZENITH LONG DISTANCE AM RADIO

Pulls in even weak signals with amazing power and clarity. Maintains Zenith's 35-year leadership in fine quality radio receivers!

## ZENITH SUPER-SENSITIVE FM RADIO

Glorious static-free reception even in worst electrical storms. Offers prospects the fine music, special events, and other extra programs of FM!

**All in one compact, convenient  
brilliantly designed chairside radio-phonograph!**

**THE HAMPSHIRE**—Model L845R. A magnificent mahogany furniture classic, packed with entertainment. Clean lines, finest polished wood veneers. Top has 24 kt. gold tooled leather finish—holds lamp, books, smoking supplies. Giant speaker plays directly into room through handsome fluted grille in front. Record player slides out of sight. Entire radio chassis, including powerful Zenith Wavemagnet® and Light-Line Antennas, is invisible. Control dials smartly recessed. Casters permit easy moving about.

*In Blonde:* The Park Avenue, Model L846E. *In Cherry:* The Williamsburg, Model L846H.



**The royalty of television and RADIO®**

Backed by 35 Years of "Know-How" in Radionics  
Exclusively. Also makers of fine hearing aids.  
ZENITH RADIO CORPORATION, Chicago 39, Illinois

COPY, 1953



**THIS LABEL**  
will help you sell. It identifies  
Genuine Porcelain Enamel made in  
accordance with established stand-  
ards of the Porcelain Enamel Insti-  
tute, Inc.



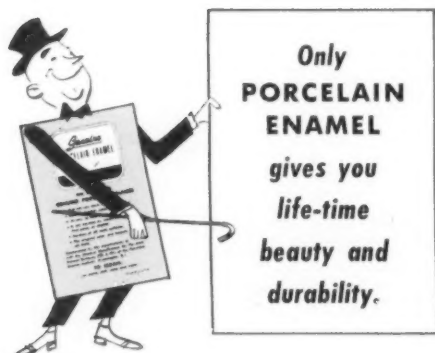
## PORCELAIN ENAMEL

*the finish that helps you sell!*

Here's a way to step up sales when appliances are made of genuine Porcelain Enamel: show your customers the label that identifies this modern, life-time finish. Then tell them why Porcelain Enamel in home appliances is unequaled in beauty, service, durability, and ease of cleaning.

Point out that because Porcelain Enamel is a mineral coating, melted and fused onto the steel at about 1500° F., it can't burn, discolor or fade. It won't scratch or wear off. It can't harbor odors or germs, and is not harmed by food acids, soaps, or detergents. Because it is a ceramic coating it is as easy to clean as a china dish. That's why more and more manufacturers are using porcelain enamel finishes for ranges, washers, refrigerators, home freezers, dryers, and other appliances.

You can be sure there is no equal to the practical advantages of Porcelain Enamel, the life-time finish.



This message sponsored by the Frit Division of the  
**PORCELAIN ENAMEL INSTITUTE, INC.**  
1346 Connecticut Avenue, N. W. • Washington 6, D. C.

America's newest, smartest Cleaner

# the Holiday

*Engineered by Hoover...Designed by HENRY DREYFUSS*

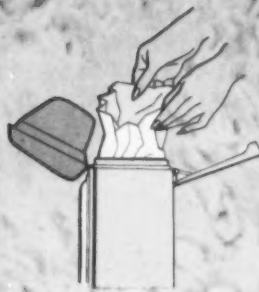
*...with the self-evident new features you want*

*for over-the-counter selling*



#### **Exclusive New Silencer**

Hushes the powerful suction of the Holiday to a whisper. A woman can actually follow her radio or TV programs as she vacuums!



#### **Throw-Away Bag**

Bigger bag holds more dirt. Needs replacing less often. To change, just drop in new one. It's automatically clamped in place when you close the cleaner.

# Hit of the Atlantic City Housewares Show

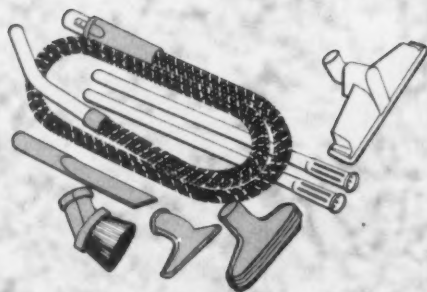
"It looks like a million, and lives up to its looks." This is typical of the many complimentary remarks made by people who previewed the new HOLIDAY at the Atlantic City Housewares Show.

Here, at last, is a cleaner with all its fine points showing. A cleaner made to order for over-the-counter selling. Its strikingly different design is a stand-out in any display; compact, trim, low, and light; color that catches a woman's eye; bigger, self-fitting throw-away bag; exclusive silencer; more powerful high-speed motor. And the HOLIDAY, by actual test, outperforms other famous-make tank and canister cleaners costing many dollars more!

For all who have seen and tried it, there is no longer any doubt. Holiday is the big, new name in easier home cleaning; the first cleaner to sell itself completely over-the-counter. To save time in getting this great new money-maker into your store, see your Hoover distributor or write or wire

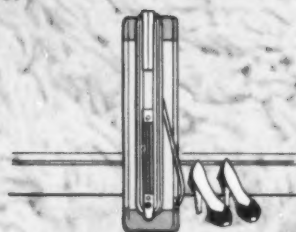
Special Products Division,

THE HOOVER COMPANY, North Canton, Ohio



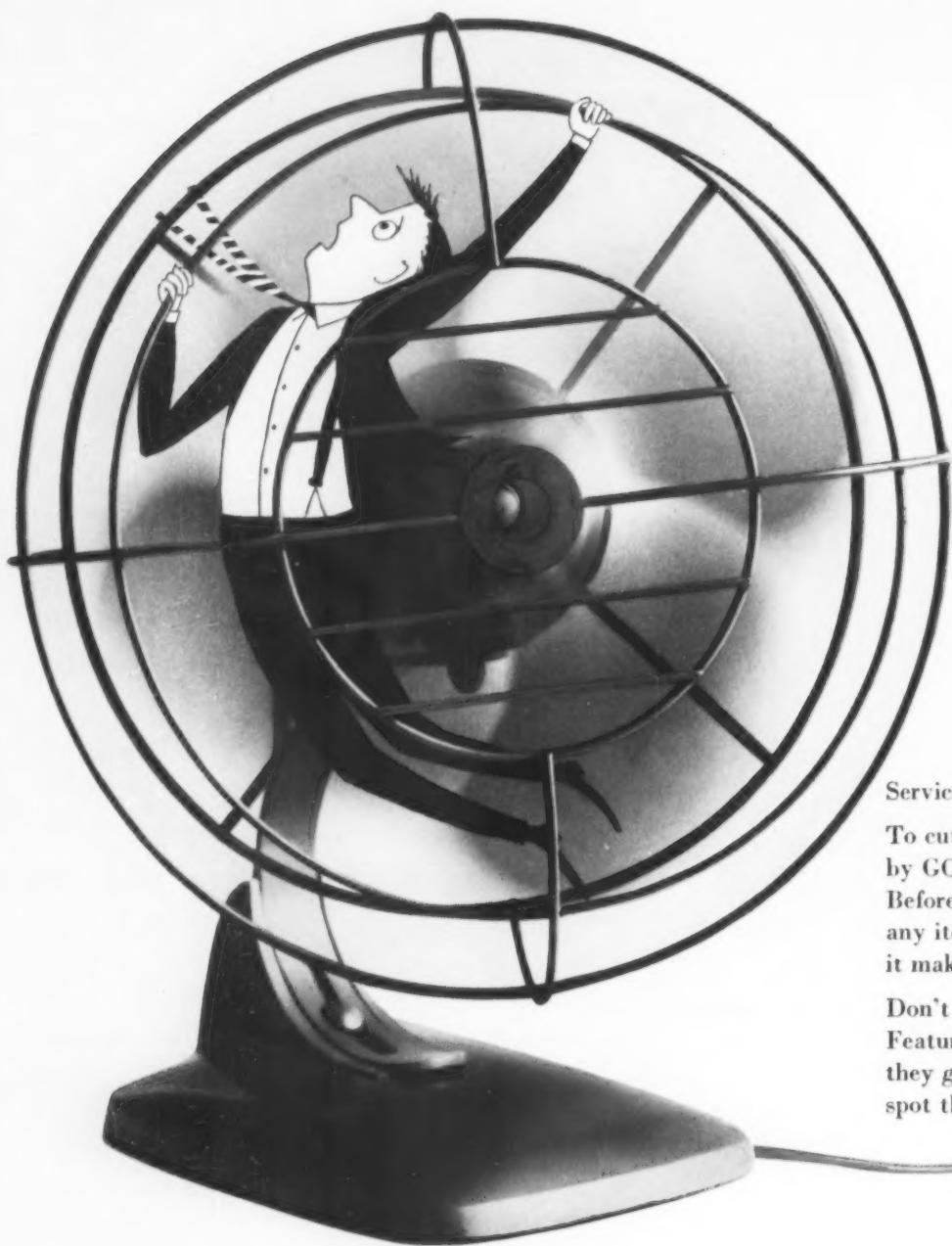
## Every Cleaning Attachment

Everything a woman can want—designed for quick changing—quick cleaning. Compoflex hose, 2 extension tubes, rug nozzle, bare floor brush, dusting brush, upholstery nozzle, crevice tool.



## No Storage Problem

Stores on end. Takes up no more closet space than a pair of high heeled slippers. Easier to get out, use, put back.



## has the **BIG SQUEEZE** got you beat up?

Servicing costs putting the big squeeze on your profits?

To cut down on them, feature products guaranteed\* by **GOOD HOUSEKEEPING**. It's simple logic. Before **GOOD HOUSEKEEPING** gets behind any item with a money-back guarantee,\* it makes sure the item is dependable.

Don't let the big squeeze take it out of your profits. Feature products that take less servicing because they *give* more service. You can always spot them by the Guaranty Seal.

*Some of the brands advertised currently in **GOOD HOUSEKEEPING** and carried by America's leading appliance retailers:*

Admiral Refrigerator  
Caloric Gas Range  
Coolerator Freezer  
Crosley Washer, Dryer  
D-Frost-O-Matic  
Easy Spindrier  
Enterprise Ice Cream Freezer  
Everedy Infra-Red Broiler  
Fan-Glo-Heetair  
Florence Gas Ranges

Frigidaire Cyclo-matic  
General Electric Cleaner  
Gibson Range  
Hamilton Washers and Dryers  
Hotpoint Dishwasher  
Jordan Freezer  
Kelvinator Electric Range,  
Refrigerator, Washer  
Kitchen Aid Home Dishwasher

Leonard Refrigerator  
Lewyt Vacuum Cleaner  
Manitowoc Freezer  
Marquette Refrigerator  
Mirro-Matic Electric Percolator  
Norge Freezer, Refrigerator  
Oster Mixer  
Quicfrez Home Freezers  
Revco Freezer

Roper Gas Range  
Sewmor Sewing Machine  
Singer Sewing Machines  
Sunbeam Mixmaster, Ironmaster  
Time Defroster  
Universal Jet 99 Cleaner  
Victor Quickfreezer  
Viking Sewing Machine  
Westclox Electric Clocks  
Westinghouse Freezer, Refrigerator

\*



*Women know—the product  
that has it, earns it!*

# GOOD HOUSEKEEPING

**35¢**

per  
copy

**THE HOMEMAKERS' BUREAU OF STANDARDS**  
57th STREET AT 8th AVENUE, NEW YORK 19, N. Y.

**10,650,000**  
readership



**A MAN'S APPLIANCE** is the new term the power tool industry is using to describe its products. Tools like the Rockwell Mfg. Co.'s Deltashop are being styled and merchandised to go right alongside the washer—both in the home and, equally important, on the appliance dealer's retail floor.

# You'll Sell Power Tools Next

An industry with a \$200-million volume and a \$500-million potential is looking for the appliance dealer's aggressive, big-ticket merchandising. Power tools are being turned out as appliance-styled, package merchandise, ready to move right in next to the washer. And that, says the industry, is where they're headed

By John Decker

**D**O-it-yourself is ready to hit the appliance dealer. The movement, which started small after the war as a way to escape high labor costs and has since grown into a national rallying cry for home owners, has already benefitted the lumber dealer and the paint store. Now it looks as though it's the appliance dealer's turn.

And, oddly enough, he'll get his share through a new line of merchandise—power tools.

What's happened is this: Ever since the war the demand for power tools has grown by jumps and pole vaults. Manufacturers have doubled and

trebled production; some are still back-ordered. But they feel that the surface has not been scratched yet. They've been watching the appliance industry and they've seen the way retailers sell one big item after another just as part of the day's work. They've watched freezers, dryers, TV and refrigerators move out by the hundreds of thousands. Now, they figure, they want some of that big-ticket aggressive merchandising for their circular saws, lathes, drill presses and jointers. They want expanded distribution for their smaller tools like portable drills, sanders and saws.

(Continued on Following Page)

*You'll Sell Power Tools Next is the fifth in a series of articles on profitable sidelines for the appliance and radio-TV dealer. The last, Prospects from Paint, was published on pages 68-69 of the May, 1952, issue.*

## YOU'LL SELL POWER TOOLS NEXT (continued)



**EVEN THE** housewife can help with that new addition to the house. Shown is a portable drill with belt sander attachment manufactured by Mall Tool.



**CHORES** in home are one way in which power tools can be useful. Skil's sander-polisher can be used for such other tasks as polishing the family car.



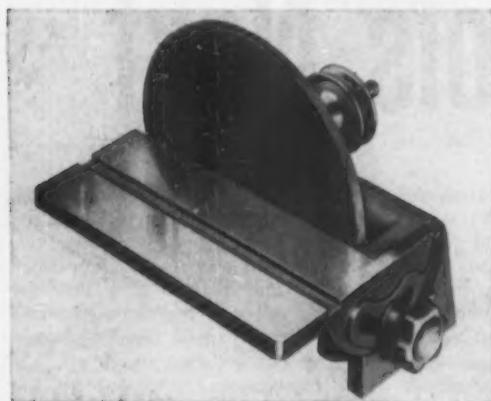
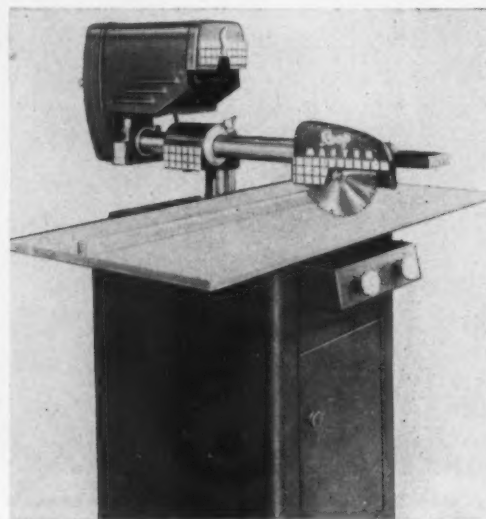
**THE HOME** owner whose shop contains any of the varied portable electric tools on the market today will find that they are a continuous source of help.



**HERE** are three examples of stationary power tools an appliance dealer may carry. Shown are a jointer-planer, a band saw in operation, and a drill press.



**GOOD EXAMPLES** of the trend towards neat appearing stationary power tools are exemplified in De Walt's radial arm circular saw and Shopmaster unit, above. Machines like these are basically simple to operate, frequently sell with only a dry demonstration.



**ACCESSORIES** like this Rockwell disc sander build repeat business, help maintain traffic. Even more accessories can be sold to attach to this one.



**NEAT,** space-saving power tool displays which encourage self-selection are available. This example by Skil Corp. displays basic unit and accessories.



**A BASIC TOOL** for the beginner, and one often used by women, is the jigsaw. This one, made by Rockwell Mfg. Co., retails for under \$50.

In a little more than seven years power tools have reached the status of big business for many manufacturers and their outlets. One industry source believes that sales of portable tools, which in 1947 stood at a modest \$6,000,000, had risen to \$80,000,000 in the home market alone in 1952. Another manufacturer estimates that sales of all types of power tools, both

portable and stationary, approached or even exceeded \$200,000,000 in the past year, with a potential which may someday reach \$500,000,000 if present trends continue.

### Power Tools and Appliance Dealers

Electrical Merchandising found in a recent survey that most major manufacturers of power tools believe that

the appliance dealer is ideally equipped to merchandise their product.

Most were enthusiastic over the potential which they felt lies with these dealers, and some pointed to the impressive sales figures which have been turned in by those for appliance dealers who have pioneered this type of merchandise.

A phrase very often encountered in

articles on the history of various appliances is, "This appliance brought with it the emancipation of the American housewife from much of the drudgery of her daily routine." The various power tools on the market today carry with them a like potential for the man of the house. They are a home appliance—for men. Several manufacturers, recognizing this in-

# A Basic Inventory of Power Tools

## STATIONARY POWER TOOLS—I

(Suggested by Rockwell Manufacturing Co.—Delta)

Quantity	Description	Retail Price
1	8" Tilt Arbor Bench Saw	\$ 89.50
1	8" Tilt Table Bench Saw	44.50
1	4" Deluxe Jointer	59.50
1	4" Standard Jointer	43.50
1	11" Drill Press	54.50
1	10" Band Saw	54.50
1	16" Scroll Saw	43.50
1	11" Lathe	64.50
1	Shaper	69.50
1	Disc Sander	14.95
1	Deltashop One-Motor Combination Tool	229.50
	Stands, Belts & Pulleys As Required	234.50
	Motors for Each Machine	290.45
	<b>Total</b>	<b>\$1,292.90</b>
	<b>Approximate Dealer Cost</b>	<b>\$ 934.13</b>
	<b>Approximate Dealer Profit</b>	<b>\$ 358.77</b>

## STATIONARY POWER TOOLS—II

(Suggested by Shopmaster, Inc.)

Quantity	Description	Retail Price
1	8" Tilting Arbor Saw	\$ 51.95
1	8" Tilting Table Saw	31.50
1	4" Jointer-Planer	51.95
1	10" Band Saw	49.95
1	20" Jig Saw	30.95
1	Saber Saw	18.50
1	Drill Press	49.95
1	4" Sander	19.50
	Accessories:	
2	All Purpose Stands	15.00
4	8" Combination Blade	2.45
2	"A" Dado Set	8.95
2	4" Jointer Knife Set	3.45
2	Mitre Gauge	3.25
6	Band Saw Blade for 10" Saw	1.30
6	Band Saw Blade for 10" Saw	1.30
6	Band Saw Blade for 10" Saw	1.40
6	Pkg. Each—Jig Saw Blade	.35
6	Pkg. Each—Saber Saw Blade	.55
1	Circle Cutting Attachment	1.50
1	Mortising Kit	14.50
1	Saber Saw Files	12.50
2	Shaper Kit	9.75
2	Router Kit	5.95
1	Sanding Belt for 4" Sander	1.00
1	Pkg. of 5 Sanding Discs for 4" Sander	1.00
1	Deluxe Motor Mount	1.98
1	Polishing Head	3.95
	<b>Total</b>	<b>\$394.38</b>
	<b>Approximate Dealer Cost</b>	<b>\$268.61</b>
	<b>Approximate Dealer Profit</b>	<b>\$125.77</b>

## PORTABLE POWER TOOLS

(Suggested by Black and Decker)

Quantity	Description	Retail Price
2	1/4" Electric Drill	\$ 47.90
1	1/4" Electric Drill Kit	32.95
1	1/2" Electric Drill	44.95
1	5" Sander-Polisher	32.95
1	Roto-Hone Attachment	10.95
2	4" Coarse Wire Wheel Brush	2.40
2	6" Coarse Wire Wheel Brush	3.20
1	3" Wire Cup Brush	2.40
4	5" Molded Rubber Pad	7.00
3	5" Lambswool Bonnet	3.75
5	Pkg. of 6—5" 50-grit (Coarse) Open Grain Sanding Discs	3.00
6	Pkg. of 6—5" 80-grit (Medium) Open Grain Sanding Discs	3.00
6	Pkg. of 6—5" 120-grit (Fine) Open Grain Sanding Discs	2.70
3	1/2" Dia. Wheel Arbor	1.80
1	1/4" Bench Drill Stand	14.95
1	1/2" Bench Drill Stand	22.95
1	1/4" Horizontal Stand	3.35
6	Lubricant	3.00
1	1/4" Masonry Drill Bit	1.60
1	5/16" Masonry Drill Bit	1.75
1	3/8" Masonry Drill Bit	1.95
1	1/2" Masonry Drill Bit	2.45
1	Set of 4 Augers and Countersink	7.95
3	Chuck Keys	.45
	<b>Total</b>	<b>\$259.35</b>
	<b>Approximate Dealer Cost</b>	<b>\$199.50</b>
	<b>Approximate Dealer Profit</b>	<b>\$ 59.85</b>

creasing appeal of power tools to the home owner, are restyling and chrome plating their stationary models so that, while losing none of their utility, they will become more acceptable to the housewife, and equally important, to the appliance dealer.

Still another indication of the current trend can be seen in the fact that some home builders are including not only the standard household appliances in their package home mortgages, but have also included stationary tools for the man of the house. One company even advances the theory that styling can put their product in the kitchen along with the washer and the dryer, although it is doubtful that the average American housewife will take kindly to so radical a thought. Most important is the fact that the power tool manufacturer has come to recognize his product as an important and necessary adjunct to the home, and wants to bring the appliance dealer into his sales fold.

### Dealer Profits, and the Market

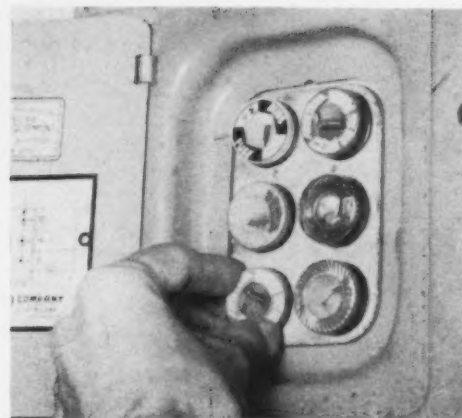
Electrical Merchandising discovered in the response of a majority of manufacturers that the dealer might as a  
(Continued on Page 90)

## A PARTIAL LISTING OF MANUFACTURERS OF ELECTRIC POWER TOOLS

	Prevailing Discount	Principal Distribution Channels
Magna Engineering Corp., (Shopsmith), Menlo Park, California	30 to 35%	Direct
Rockwell Manufacturing Co., Delta Power Tool Division, 400 North Lexington Ave., Pittsburgh 8, Pennsylvania	30%	Wholesalers
DeWalt, Incorporated, Lancaster, Pennsylvania	25 to 35%	Direct
Shopmaster, Incorporated, 1214 South 3rd Street, Minneapolis, Minnesota	30%	Wholesalers
Cummins-Chicago Corporation, 4740 North Ravenswood, Chicago 40, Illinois	to 40%	Direct
Skil Corporation, 5033 Elston Avenue, Chicago 30, Illinois	30%	Wholesalers
Mall Tool Company, 7740 South Chicago Avenue, Chicago 19, Illinois	30%	Direct
Porter-Cable Machine Co., Syracuse 8, New York	30%	Direct
Speedway Manufacturing Co., Cicero 50, Illinois	30%	Wholesalers
Black and Decker Mfg. Co., Towson 4, Maryland	30%	Wholesalers
Atlas Press Company, Kalamazoo, Michigan	30%	Wholesalers
Darra James Power Tools, Toolcraft Corporation, Springfield, Mass.	30%	Wholesalers



**WHEN DEALER** Pat Bordelon of Salem Fluorescent Service, New Orleans, closes an air conditioner sale with a home call, his crew of eight electricians . . .



**CHECK** the adequacy of the home's wiring and circuits prior to the time they . . .



**INSTALL** a special air conditioner circuit which is adequate to handle unit . . .

**T**WO gimmicks have made Pat Bordelon one of the leading window air conditioning dealers in New Orleans: (1) a complete, packaged price plan that includes all wiring and installation of necessary new circuits at no added cost; (2) a plan for renting units designed to culminate, not in rent money, but in sales contracts.

How successful the offer to include all wiring has been is attested to by a utility official. Recently, in confidence, he advised a friend whose position made him eligible to buy a unit at wholesale cost: "Don't do it. Go to Pat Bordelon and pay him the list price instead. You'll come out ahead not only dollarwise but also in avoiding a lot of headaches."

Bordelon is the owner of Salem Fluorescent Service (which, despite its limited name, is a big factor in package air conditioner sales), of 3443 Tchoupitoulas St., New Orleans, La. Two years ago, he started the plan of throwing in no-extra-cost wiring to the meter on every air conditioning sale.

"My idea," he says, "was that without it the customer would be buying only part of the air conditioning comfort he wanted. He would have to call in an electrical contractor to wire

a new circuit. Not all dealers tell their customers this important fact and finding it out after the sale leads to a lot of dissatisfaction."

Actually, Bordelon includes three "services" at no extra charge. One is installation of a new circuit to the meter—"and if the house needs a new line from the pole, we'll do that, too," he notes. Second is two season service, in which Salem men oil, clean and change filters without charge during two air conditioning seasons following the sale. Last is Salem supervision of the five-year manufacturer's warranty. "We don't tell 'em in case of trouble to contact the manufacturer," Pat says. "We do the fixing and then get it back from the company that made the unit."

Many dealers wonder whether service on this scale doesn't eat up the mark-up on an air conditioning unit. Bordelon says no.

#### Volume Offsets Cost

"In the first place," he explains, "we don't give any discount offers, no shaving off the list price. So even in tight competition we have a full mark-up. Keeping the wiring service from eating up that mark-up is a matter of achieving volume. You can't do it on one or even five installations a

week. And the added service does bring in enough customers to achieve big volume.

"I keep pretty careful records. Some installations naturally take more time and more material than others. It all depends upon the house and where in the house a unit will go. These things average off, however, and our records show that wiring averages \$35 per installation. We buy a lot for that \$35. We buy recommendations from utility people who like to avoid headaches that arise when householders overload a line. They've been telling the story of adequate wiring for years; we do it.

A measure of the volume Bordelon has built up can be found in one statistic: He now has eight full-time electricians installing Crosley, Philco and Servel window units.

Not all people recognize the need for a circuit to carry the load of each air conditioning unit. "We have far less of an educational job to do now, however," he says. "Plenty of people have tried it on the just-plug-it-in theory. They've spread the word about. In meeting customers—most of our selling is done in the home—I like to carry industry information that portrays graphically why each unit should have a circuit of its own."

Heavy advertising carries the story of Salem's extra services. Most weeks, four newspaper ads appear in New Orleans' three dailies and over the air conditioning season, 300 to 400 radio spots are heard by New Orleans listeners. Finally, steady mailings of manufacturer material—imprinted and with return coupon included—go out addressed to "Occupant" in neighborhoods whose houses indicate the owners probably have enough income to afford air conditioning comfort.

These advertisements mainly reach residential prospects who are the ones usually interested in wiring service, Bordelon finds. Houses, more often than offices and commercial structures, tend to be under-wired.

#### Rental Plan for Stores

The rent plan, which is tailored to appeal to commercial prospects, is not an end in itself.

"We don't rent 'em just for the rent money," Bordelon points out. "It leads to sales. The plan appeals to both householders and small businesses and professional offices, but we've found the commercial prospects are the best. That is, doctors, lawyers, small stores, etc.

"It has appeal for them. They aren't committing themselves too deeply to



**AND PROVIDE** free cleaning, oiling and filter-changing service for two summer seasons following the purchase.

# Free Wiring for Air Conditioners

Although it costs Salem Fluorescent Service an average of \$35 for every air conditioner installation and the firm gives two years of free maintenance service, the policy has paid off in list price sales and a constantly growing volume

an experiment in air conditioning. Of course air conditioning is one of those things in which a taste whets the appetite. Pretty soon, the customer wants to own rather than rent. There's an advantage to him in buying and we push that advantage at every contact, which is monthly when the rent comes due.

"Here's how the plan works: The rental system is restricted to Servel units. We advertise it extensively. Today we find newspapers the best medium. We use many sections, including the financial pages on which we can achieve good readership from commercial prospects.

"The charges are fixed. The customer pays a \$25.00 'in-and-out' charge to cover cost of installation, etc. Then he pays either \$25 or \$30 per month rent, depending upon the size of the unit. For that charge we include all service, changing of filters where necessary, etc. Any materials and parts needed during the 'lease' period go in for the blanket rental charge too.

"At any point during the rental period, he can buy the unit and we will credit everything he has paid against the purchase price.

"That's a powerful inducement to own and it gets more powerful with

the passing months. Say a man has a unit in his office three months. He has paid perhaps \$90 in rent, plus \$25 in-and-out charge. By that time he's pretty sold on air conditioning and doesn't want to be without it. It won't cost a whole lot now to make the unit his.

"Those arguments are repeated over and over at every contact we make with the customer. He is reminded of the ease of buying every time he pays the rent bill.

"We don't rent these to just anybody who asks. It isn't practical to make a full credit check and any sizeable deposit would scare away prospects. But we do make a rough sort of credit check to make sure the renter is a responsible party. The contract form is simple. It specifies that the unit is our property during the period it is being rented. It makes proper care of the unit the renter's responsibility; he has to see that it comes to no harm.

"How successful has this plan been? We've been doing it only a short time, but already we have 75 rental units out. Judging by the early 'buyover' rate, most of them will end up belonging to the people in whose homes, offices and stores they presently are." End



**SERVICEMEN** at Salem participate in an incentive program like those used with salesmen. The more jobs crews perform the more money they make.

# Call Him Speedy

Al Tauberg attributes the success of his Pittsburgh housewares distributorship to specialization in housewares and speed. Promotions start before you can say, "Advertise," and merchandise is delivered almost before dealers can hang up the telephone.

By FRANK A. MUTH

**W**HEN Al Tauberg started as a housewares jobber in 1944, he decided that specialization and speed would offer the most help to his dealers.

As a result of this policy, Tauberg, who at first shared another distributor's showroom, has moved to larger quarters four times in nine years.

#### Get Promotion Going

Tauberg's offers dealers a complete promotional package. A good example of their aggressiveness with a product is their promotion during the Housewares Show in July, 1952. Tauberg called his Pittsburgh office to tell them he just took on a new steam iron. Immediately the wheels started to turn for the tri-state distributor. Within three hours, Bill Baer had made a layout for a giant-sized mailer. Unhindered by red tape, as is usual with some bigger distributors, a proof was ready in twenty-four hours, and on the second day of the show, 2,000 prepaid return cards were sent to dealers.

By the third day, they were in the dealers' hands. Tauberg's salesmen were contacted at their homes (in the territory) and given all the information. With the mailer breaking the ice, the salesmen were ready to set up dealers' sales.

Other distributors were still in the talking stage by the time Tauberg salesmen were making their first sales. For weeks after, the order cards were rolling in. This progressiveness and alertness is not restricted to their promotions. Any order that is received before 10 a.m. is on its way by noon. Dealers and department stores within a stone's throw thrive on this fast service.

#### Keep Hot Merchandise

Al Tauberg believes that in specialization one must not have slow-moving

items in his dealers' stock. Any item that hasn't moved off his shelves won't move on the dealers'. When an item's sales hit the rocks, it is discontinued immediately.

New products with uncertain futures are discussed at sales meetings, then left lying about their showroom purposely to get dealer reactions and opinions. Salesmen will sample new items and let dealers finger the item in their own stores. This, Tauberg feels, imparts a closer feeling between dealer and distributor, and helps them to feel that their opinion and experience are valued.

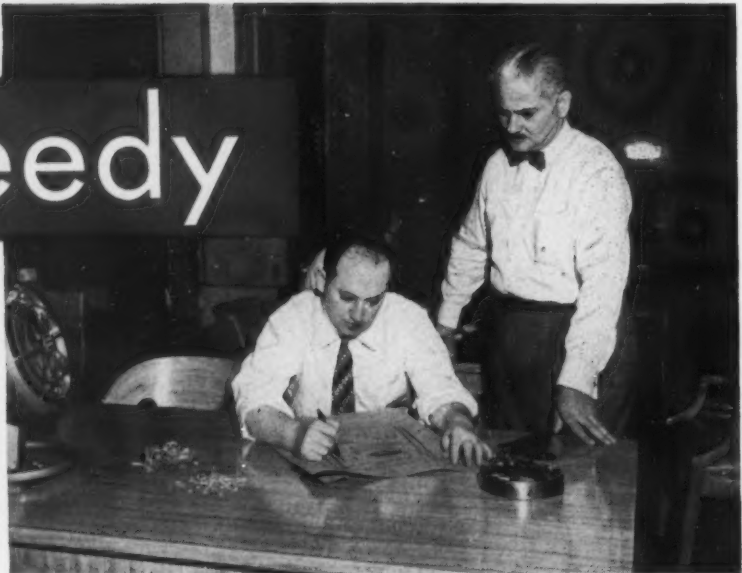
"With our 4,000 houseware items," says Tauberg, "we actually don't have even five items that aren't moving. You must keep your accounts active, and fast moving merchandise is the best way to do it. We follow factory co-op promotions, but write most of our own ads."

#### Among Largest in Area

"In the few years that we've been distributing electric housewares," Tauberg continues, "we have pushed sales to where we're right along with the largest jobbers in the tri-state area. And we've been competing with firms with 15 to 30 salesmen (we have six), and more dealers."

Tauberg Company, during 1952, sold at wholesale over \$100,000 in Dulane Fryrytes (which was reportedly the largest volume on this item in the whole country), \$57,000 in Dormeyer mixers and fryers, as well as \$35,000 in Casco steam irons in just six months' time. One four-week promotion in the fall of 1952 sold an additional \$27,000 in Dormeyer mixers.

Tauberg salesmen have found that "whenever possible, carry samples to the dealer" is a good rule. But, most important, catalog books are factory "spec sheets" enclosed in individual



**QUICK WORK** by ad manager Bill Baer gets mailer ready within 24 hours after receiving word from Tauberg at Housewares Show that he has taken on new line.



**QUICK SHIPMENTS** are a hallmark of the Tauberg operation. Merchandise ordered before 10 a.m. is on its way to the dealer's store before noon.

acetate covers letting the dealers see clean presentations. "We have a lot of women buyers as well as men," Tauberg points out. "And they appreciate a clean, neat book."

#### Never Too Late

Specializing doesn't hamper Tauberg's opportunities. It is never too late to tackle a job, Al Tauberg feels. For example, last September a representative from a grass seed company

was looking for a distributor for the following season. Since there were a few weeks' seeding time left, Tauberg went to work. As in the case of the steam iron merchandising, cards were in the mail immediately. Two weeks later a full-page dealers listing that had just been made up was published in local papers. Within a few days after the advertisement appeared a carload of seed had been sold.

Speed for dealer orders is more im-

## Works Fast



**BY THE TIME** Tauberg (right) gets back from the Show mailers have been sent out to dealers, salesmen have made calls and orders are coming in.



**DELIVERIES** of the new line, Casco steamirons, began before Tauberg's competitors had gotten their sales campaigns advertising the line fully organized.



**CHRISTMAS RUSH** periods find Tauberg at the airport to pick up merchandise as it is flown in. Tauberg finds that by doing this he is enabled to make deliveries to dealers whose stocks are depleted at a time when the merchandise is in demand.

portant to Tauberg than the extra work or time involved. When dealers urge quick shipment, all effort is made to dispatch the shipment, even when it is after 4 p.m. Many times they work late into the evening getting out an order so a dealer won't lose out on making a sale.

### Quick Shipment Needed

"During the Christmas season when dealers really need quick shipment,"

Tauberg points out, "we'll go out to the greater Pittsburgh airport (about 15 minutes away) to receive merchandise which may be arriving from the factory, or we may go there to send out dealer orders. This latter service means a great deal to the average dealer, and we believe that it may be one of the reasons why we are building up a steadily rising yearly gross increase.

"Another way of keeping sales up

for our dealers, is by shopping retail accounts to find out what items are selling best at that particular moment. Another reason for this effort on our part is to scout out merchandise which might be easily included in our line, and which we take on immediately.

### Information For Dealer

"We believe that in order to help the dealer you must have the proper information at your fingertips," Bill

Baer points out. "If we are fully aware of what is selling in other firms, or what would be an easy item to plug, our advertising and promotional plans will be of much greater value to them."

The indisputable fact thus remains that the specialty distributor means giving special help to the dealer, getting "hot items" that he can sell, and plenty of product information so that he can do a selling job. End



**SUCCESS STORY** principles—national and regional. Planning further dishwasher sales conquests in northern California during a top level conference in San Francisco are: John Nicolay, manager of James dishwasher sales for distributor Thompson & Holmes, Ltd.; Duane James, president of James Industries; Mrs. Faye James, President of James Mfg. Co.; Stewart Paine, v. p. and gen. mgr. of T & H; and Lou Cogdell, general sales manager of James Mfg. Co.

# The Distributor's Job..

...When it's done the Thompson & Holmes way, gives the dishwasher an identity, enthuces dealers and salesmen, helps dealers sell—and accounts for nearly four per cent of national dishwasher sales

**T**HROUGH enthusiasm and intensive merchandising, Thompson & Holmes Ltd., San Francisco, last year distributed nearly 10 per cent of all the dishwashers sold at retail in the United States. This distributor merchandised the James mobile dishwasher to such an extent that it accounted for approximately 30 per cent of James' output of 22,000 dishwashers in 1952.

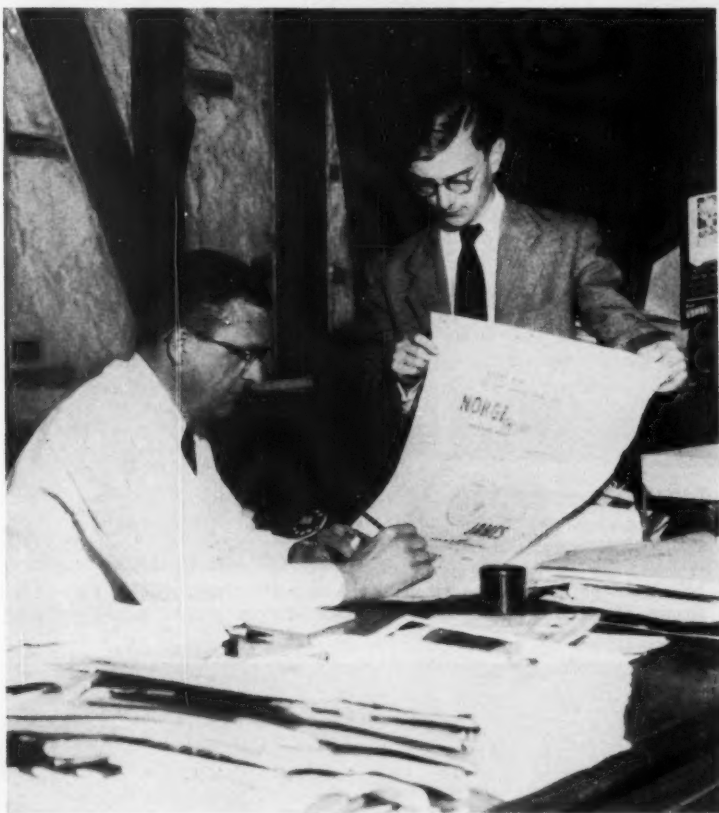
Within its territory of northern California, Thompson & Holmes sales figures look even more impressive. Using PG&E utility figures as a base, the record shows that T&H, in selling up to 400 dishwashers a month, consistently is selling nearly 60 percent of all the dishwashers sold at retail in its area—more than the retail sales of all other brands put together—and in peak months reaches to 85 percent of all the dishwashers sold in the area.

This success with a specialty appliance having only three percent acceptance shows on investigation not to have been an accident nor the result

of any voluntary urge of northern Californians to outdo the nation in getting relief from dirty dishes. **ELECTRICAL MERCHANDISING's** analysis of Thompson & Holmes' success in merchandising portable dishwashers shows that in addition to having the basic requirements of adequate facilities and an organization of experienced personnel, much of this distributor's success is the result of (1) giving the dishwasher an identity separate from other white goods; (2) getting the retailers personally sold on the product; (3) getting the retail salesmen enthused through personal experience; (4) using the distributor's salesmen to help build sales at the dealers' stores; (5) using the distributor's facilities to create prospects through advertising and promotion.

How the Thompson & Holmes organization is set up, and how it goes about building such a record volume in portable dishwasher sales, is seen and analyzed in the following photostudy.

## Thompson & Holmes Gives the Dishwasher an Identity . . .



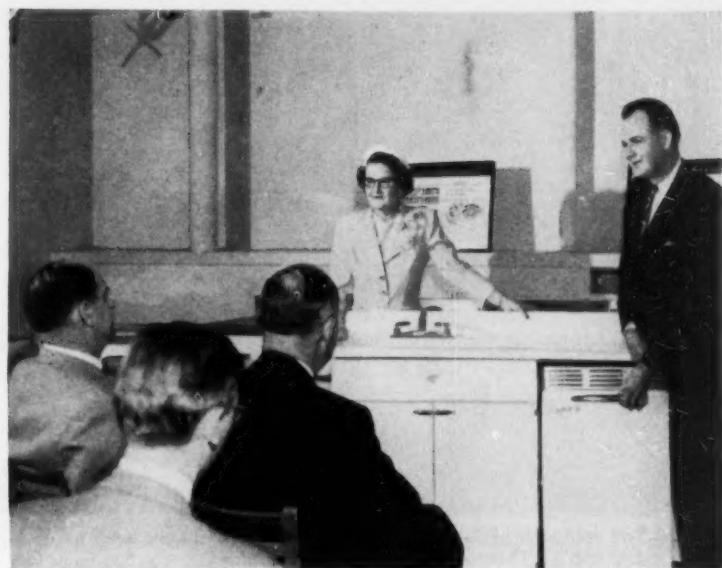
**PROFESSIONAL ADVERTISING** and promotion effort at T&H supplements Nicolay's sales department with the use of every medium to push the dishwasher story and James brand to public. Ad manager Coleman is assisted by Fred Lewis.



**ORGANIZED MERCHANDISING** program for dishwashers has been factor in T&H success. Nicolay regularly trains and constantly pushes his staff into intensive study of dishwashers, pounds them with bulletins, peps them with contests.



**SEPARATE** service setup has contributed to success. T&H has contracted with Service Distributors, Inc., to perform for dealers the following services at \$15.00 per unit: (1) Pickup at dealer's store; (2) Unpack, clean, full cycle test and adjustment; (3) Delivery to customer; (4) Demonstrate up to 45 minutes; (5) Service for one year.



**CLOSE ASSOCIATION** with the factory keeps T&H staff alerted to national campaigns, market trends, selling ideas, and new products like builder's model being introduced in San Francisco by Mrs. Faye James and Duane James.

**AN ANALYSIS** of the success of Thompson & Holmes in merchandising portable dishwashers indicates that the most important single factor in this distributor's success is the internal setup that puts the dishwasher under sales management separate from that of other white goods. The James dishwasher is tied into the overall operation and policies of T&H at executive level by president Galeb Sharrah and vice-president-partner-general manager Stu Paine. At sales level the responsibility for dishwasher sales volume and profit is on the shoulders of John Nicolay. That he effuses on dishwashers—their value to the distributor, to the distributor's salesman, to the appliance dealer and to the customer—is putting it mildly. Nicolay's bouncing enthusiasm, given full support by T&H executives, has

sparkplugged the company's success with James.

Equally important is the condition whereby Nicolay's enthusiasm is not spread over other white goods. His other responsibilities—Capehart radio and TV, Astral portable refrigeration, Universal and Sunbeam housewares—do not represent a conflict. As a result, Nicolay and his eight salesmen must show results with the portable dishwasher as a single line—poor sales figures could not be “lost” in an overall report on a full white line. In the field, T&H salesmen cannot ride the coattails of heavily accepted appliances into the stores of dealers who are not necessarily sold on the dishwasher. So Thompson & Holmes has made the portable dishwasher stand on its own, and has given it the backing to make the stand a profitable one.

**MORE** ➡

## Thompson & Holmes Salesmen Get Dealers Interested in Dishwasher . . . .

**I**N ADDITION to intensive training and personal knowledge of the product, the T & H salesmen have an incentive above and beyond commissions to encourage them to build active James retailers. At a recent program announced to T & H salesmen, they were offered:

1. A \$10.00 bonus for each set demonstration to a new dealer or to one who had not yet purchased a deluxe model.

2. A \$5.00 bonus for each sale of a portable dishwasher over two in number to any of these new dealers in the program.

3. A \$2.50 bonus for holding a sales meeting with any new or old dealer—if three or more sales personnel, or 50 percent of the sales staff, is in attendance.

How one of the T & H salesmen, Ed Foulkes, puts some of that program into effect, and follows through to establish a dealer who will do a volume job in portable dishwashers is seen in these photos at one of his accounts, Dulfer's, San Francisco.



**GETTING THE** dealer to sell himself so he will sell others has been accomplished most effectively by T&H through loaning a James to dealers like Doug Wright, above, for them to use in their own kitchens.



**SELLING THE** economics of dishwashers, why they can be profitable items for every dealer, is first step for T&H salesman Ed Foulkes, right, at Dulfer's, San Francisco, where he emphasizes "no trade-in problem" to manager Doug Wright.



**BRINGING** the dishwasher to the dealer for an early morning meeting, which he arranged for executive, sales and service staff of Dulfer's. Foulkes' will get \$10 bonus for this meeting if dealer takes line, buys at least one.



**MERCHANDISING** the product and the idea through a wet demonstration in Dulfer's model kitchen. Foulkes gets enthusiasm and interest by first showing quality of product and then sales appeal and market potential.



**ENCOURAGING** the retail salesmen to sell portable dishwashers by enthusing them on its value, by letting experience tell them how to sell, is accomplished by getting dealers to loan a James to salesmen for 10 days.

## Helping the Dealer Build Portable Dishwasher Sales . . .

**T**HOMPSON & HOLMES keeps about 500 portable dishwashers in stock, an average 4 to 5 week stock if Nicolay and his salesmen can keep a steady flow of dishwashers moving out of dealers' stores into customers' kitchens. This dealer movement of stock which results in the necessary reorders is being accomplished by: (1) a planned direct mail program to dealers which keeps their interest in James at a pitch; (2) the stimulus that comes from the regular visits of the distributor's salesmen; and (3) professional use of the Thompson & Holmes advertising and promotion department, plus an advertising agency, to utilize every practical medium to interest the public in portable dishwashers.

What can a distributor put in a mimeo bulletin each week that will encourage dealers to give sales attention to a product that has only three percent saturation when there are at least two other distributors hounding him to give full attention to his full lines of merchandise? Well, one month's file of what T & H calls the

"James Bulletin" called the attention of 350 dealers to the following:

"The dishwasher is a good item because there is no trade-in problem . . . here's some more good stuffers, use them in your mailings this month . . . the portable dishwasher is the ideal Christmas gift because the one who gives it gets it as well as the one who receives it . . . keep the dishwasher operating on the floor, let it sell itself . . . remember that the portable has no installation cost or problem . . . use the free detergent offer to interest prospects in buying now . . . use the bright red ambassador banner across your floor model to stop prospects . . . remember that Mom isn't the only one who has to do dishes . . . we just got in another carload, get your share now . . . etc." Included that month was a new contest for retail salesmen.

The record shows that during the month this contest hit the dealers and their staffs, the number of James dishwashers sold at retail was nearly 85 percent of the number of dishwashers of all makes sold in northern California.



**TELEVISION** advertising, using flash cards for cooperating dealers, has been very effective medium. In one series, spotting James on afternoon show of band leader-MC Del Courtney, above, the prospects were produced at 3-cents each.



**TRAINING** dealers' sales staffs through regular store meetings and individual briefings, above, keep up salesmen's interest in market potential.



**ARRANGING** floor demonstrations is routine for T&H salesmen like Ed Foulkes, who must see that James gets good traffic location and good presentation.



**TRAFFIC STOPPERS** help identify, get interest, in a floor of white goods. Thompson & Holmes designed this brilliant red and white "ambassador stripe."



**WINDOW DISPLAYS** are part of T&H strategy to get public's interest in its dishwasher line and to build walk-in trade for its dealers. T&H provides material.



**NEWSPAPER** cooperative advertising is available to all of Thompson & Holmes' dishwasher dealers. With full time advertising volume produced is impressive.



**PARTICIPATION** in dealer promotion is frequent. T&H donated a James, when Hale's, San Francisco, conducted "College of Electrical Knowledge."

# Arguments That Sell Dishwashers

Most of the objections raised to dishwashers today arise from prejudices and misconceptions created before the appliance was perfected. And most of them are easily exploded—as the seven examples here show



**NEW BABIES** often take up as much as 95 percent of a mother's time. With a dishwasher she can do the dishes even while she's diaper changing.

A REPRESENTATIVE of one of the oldest appliance manufacturers recently came out with the bold statement that the industry has not yet learned how to sell dishwashers.

If this is true, many of the sales arguments used in the past are necessarily suspect. And when you run an eye over dishwasher statistics—37 years on the market and a saturation of only three percent—you may conclude that he is right, that its poor sales record is due to a failure to register its advantages on the public mind.

Men who move merchandise are always looking for the sales argument that "listens good." In the early Thirties, when women's first reaction to the idea of electric refrigeration was, "Me pay \$300 for an electric refrigerator when I can buy an ice box for \$50—are you nuts?", a "listens good" argument was the food preservation story and once-a-week shopping. Washers were sold by the comparison of three cents a pound for home wash with nine cents a pound at the laundry. Cool cooking clicked for the electric range. Cheap entertainment sold radios.

But if you talk with women who have had no experience with dishwashers you find that present sales arguments fail to light up their eyes. An example is the story that a dishwasher saves more than an hour of time a day, 456 hours a year. The housewife too often answers with a ladylike, "Nuts. The dishwasher doesn't help me pick up the dishes from the table; it doesn't scrape them or put them away. It's no good with pots and pans. Those are all part of dishwashing—where's the time saving?"

But this same woman has somehow grasped the idea that an automatic washer permits her to get supper while doing the laundry, that a dryer finishes up clothes at night and saves infinite labor.

Why? The answer is that either these advantages are obvious almost immediately or that she has been shown. To judge from her reaction to many dishwasher arguments, the

advantages are not immediately obvious—so she must be shown, either by better arguments or by demonstration through actual use.

## Opinions of a Housewife Jury

In an effort to get some idea of the acceptability of sales arguments in common use, this writer interviewed a college graduate, a paper hanger's wife, a plumber's spouse and several other married women—all of whom in common had no knowledge of the dishwasher. Their reactions:

1. They don't believe that a dishwasher will save them time.

2. They think that any manufacturer's assumption that all women hate to do dishes is in error. Many women, they say, get a feeling of accomplishment in seeing a pile of clean dishes accumulate in the drainer.

3. The sanitation story is all right, say educated women who know something about bacteriology, but they add that its importance has been exaggerated, particularly for homes where the mistress, not a servant, washes the dishes.

## Bucking Prejudice

When a man tries to sell a dishwasher he is not dispensing wisdom to a wide-eyed and accepting world. He's bucking prejudices and widespread misconceptions held as tenaciously as the old superstition that bats tangle themselves in women's hair or that potatoes must be planted in the dark of the moon.

There is no doubt that demonstrations by the prospect herself will overcome these false ideas. It is a matter of record that very few women who once get used to dishwashers ever want to give them up. They have been converted.

If a salesman will listen to the objections that a woman raises he will get the key to the particular prejudice she carries and this will guide him to the procedure he must use to overcome it. Here are some of these objections and ways in which they might be answered.



**ENCRUSTED POTS** and pans are still hard to clean by hand, even after soaking. But after a dishwasher soaking one wipe with a paper towel does the job.



**SMALL FAMILIES** find that a dishwasher permits mother more time for social life, doesn't tend to tie her down after meals are over.



**BROKEN DISHES** are avoided with a dishwasher, thus cutting costs and helping avoid depletion of expensive china sets.



**WORKING WIVES** can save time by stacking dishes in the machine until after the evening meal when they or their husbands can turn it on.



**NO ROOM** argument offered by some prospects is knocked out by the development of various types of portable dishwashers.

**Objection:** "I don't mind doing dishes; our family is so small."

**Argument 1:** (For the wife who works. Because there are around eight million working wives, the "small family" will be a frequently heard objection.) To these women time is important. A dishwasher will permit them to tuck the dirty dishes in the machine after each meal and do the actual washing after supper. Even if only half-an-hour a day is saved that is important time to the woman who comes home tired at night.

**Argument 2:** (For the young mother with a baby.) Her family may still be small, but she has her hands full taking care of the child—which may require up to 95 percent of her time. A dishwasher would permit her to put off the after-meal chore until it is convenient and even make it possible for her to change or feed the baby at the same time she is doing the dishes.

**Argument 3:** (For the woman who is socially conscious.) Even with a

small family, a woman with a dishwasher can clean up after a bridge party and still be able to join her guests. A dishwasher means that after dinner the wives can join the others and laugh with them at "I Love Lucy" or other shows.

**Objection:** "It won't wash pots and pans."

**Argument:** A good answer to this has been provided by the experience of a Glen Ellyn, Ill., housewife who has owned a dishwasher for 15 years and runs her pots and pans through it regularly. Says she, "Without a dishwasher, you have to soak encrusted pots and pans. That makes them easier to wash. But with a dishwasher you just wipe them out and run them through the machine. The combined action of all that detergent and hot water—hotter than you could put on your hands—does a soaking job that is unbelievably thorough and makes it ten times easier to get them clean. One swish with a paper towel does the

job. Pots and pans are no trouble at all with a dishwasher, even when food is burned on." Her argument is, in effect, that while even a dishwasher won't get all kinds of baked or burned on foods off of pots it still makes the job far easier than doing it by hand.

**Objection:** "We have no room in our kitchen for a dishwasher."

**Argument:** Most people don't realize that dishwashers come in a variety of shapes and sizes. Portable dishwashers are the answer. There are some on wheels, some that can be placed on the sink and even one that slides into a niche under a range. Lack of space need no longer keep the dishwasher out of the home.

**Objection:** "Dishwashing is a job for our children."

**Argument:** Many families believe in the dishwashing chore as a form of training for their children, something which enables them to earn their weekly allowance. Sometimes it is used as a punishment. But it is easy

to point out that you can still pay the children for loading and turning on the dishwasher—and get better results and fewer broken dishes.

**Objection:** "It costs too much to operate."

**Argument:** Give them the figures on average daily operating cost for whatever model you are selling and then point out the economy in prolonging the life of china and glassware. Dishes, like everything else, have gone up in price. Today half a dozen cups, saucers and salad plates may cost as much as a whole set bought 20 years ago. Most breakage takes place when the hands are slippery with soapsuds and the dishwasher actually pays dividends in china saving. Talk broken dishes and you get close to the prospect's pocketbook.

**Objection:** "The dishwasher costs too much to install."

**Argument:** While installation expense is still a sales obstacle, as pointed

(Continued on Page 102)

# DISHWASHERS



1 To lists of names secured from Dodge Reports and other sources, the secretary of Ray Egan, appliance manager at Martin's, sends a series of letters.



2 First in the series of three letters sent to each owner of a new home offers three days free trial.

## Dishwashers

**Martin's Orleans Plumbing and Appliance Shop has three simple rules for selling dishwashers: Find out who is building houses; hit them hard and fast; sell the store's services. Surprisingly enough, it's direct mail that gives the second step its punch and effectiveness**

**R**AYMOND EGAN believes that it's ten times easier to sell dishwashers to new homes—if you get the new home owner while his dreams are still in the blueprint stage—than it is to sell to old houses. "And so," he says, "we have developed a planned campaign for merchandising dishwashers to this group. It embraces a step by step system from the gathering of names, through demonstration to the signing of orders. The system has worked out well for us."

Egan is appliance manager of Martin's Orleans Plumbing and Appliance shop, 3639 S. Carrollton Ave., New Orleans, La. His system for moving "step by step from the mailbox into the customer's kitchen" begins with painstaking search. It involves these moves:

### 1. Who's building a house?

Egan and the Martin sales crew secure this information from daily study of Dodge Reports. They con-

sider both the contractor and the prospective owner as prospects. In some cases, Egan points out, it is the contractor who makes the decision. In others, the home owner-to-be is the fellow who says yes or no.

### 2. Hit him hard and fast.

Contractors are visited in their offices almost as soon as the news of the new construction appears. There, depending upon the contractor's own set-up, the Martin's salesman makes one of an assortment of selling appeals.

If the contractor is a speculative builder putting up a group of houses with the idea of selling them only after completion, the Martin salesman hits hard with the truism that a modern house will sell a great deal more readily than one that offers only basic old conveniences. "The addition of a dishwasher can add from double to triple its cost to the price a house will bring," the salesman stresses. "Here—look at figures that prove it,

from the past experience of other speculative builders with whom we have worked."

"Often in the case of speculative building, the houses are to be low-budget construction for a lower income group," Ray Egan says. "In that type housing, the contractor seldom dares add frills, fearing that he will go over the heads of the group at which his project is aimed. In that situation, we also have a gimmick."

The gimmick is simple. In most cases, Martin salesmen know that the contractor will put up one of the houses first and use that as a demonstration unit from which he can take orders for the sister-dwellings soon to be erected.

### A Deal at No Cost

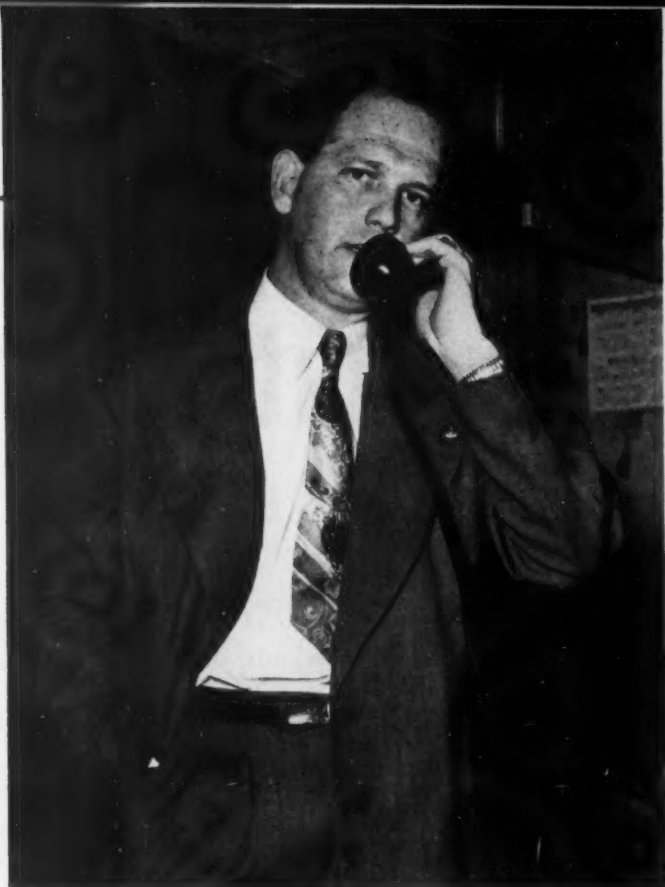
"Suppose we work out a deal," the salesman says to a contractor in this situation. "We'll put in a dishwasher in your model demonstration home. Our cost, no gambling on your part.

Then when you throw the house open to public inspection and run big ads inviting people out—as you will—let us station one of our own men at the house to demonstrate the dishwasher. You'll be involved in no extra effort. His work, however, may well make your houses more saleable. He'll deal directly with the public so you're not bothered with paperwork of selling."

This technique has worked out well. At one public showing of a demonstration home, the Martin demonstrator spoke to thousands. He secured no less than 3500 prospect names, useful even in the cases where the people didn't order one of the speculative houses.

If the contractor acts as buying agent for the home owner, Martin representatives sell him on the decreased drag on his own resources by having the store take over all the installation, placing, piping, etc.

The home-owner-to-be gets a different type treatment. A series of three



**3** When Egan gets a postcard return from a prospect he telephones to make an appointment for a store demonstration.

## Via The Mailbox

letters has been worked out. One is illustrated here. With each goes, not a business reply card, but something which Martin's Orleans Plumbing and Appliance Store has found brings better response—a 2¢ government postal card, addressed to the store. All the customer has to do is fill it in and slip it back into a mailbox.

Once this return card is received, things go into high gear. A salesman contacts him by phone. If possible, a store appointment is made. Egan prefers it be in the store rather than the home, since there he can demonstrate any of several dishwasher brands he handles. Where this doesn't come easy, however, the salesman goes out.

"Since this prospect is building a house, a special twin appeal works well with him, we have found," Egan says. "First is the readily-admitted fact that a modern home should have all the modern appointments and appliances for better living. And not least among them—with this, too, the prospect will readily agree—is a dishwasher to reduce kitchen drudgery.

"At this point, after admitting what we argue, he will frequently balk. He'll say that though this is desirable, it isn't necessary. Other things more necessary are taking up his cash. He just can't afford it with all the other costs.

"Here comes the second part of the twin appeal. We point out that in about 95 percent of the cases, a man buys his home on a mortgage. In other words, on time. The dishwasher, we say, is available in exactly the same convenient way. Then the payments are broken down into monthly figures. That way it looks easy, since he is already tackling monthly payments for the house far higher than this amount, so much so that the dishwasher looks like pin money in comparison."

### 3. Bear down on store services.

Ray Egan doesn't relish cutprice merchandising. But he realizes he has to face some of that sort of competition. That's the reason why his system includes steps for selling reasons why Martin's should do the job.

"All this effort revolves around selling the fact we can do it *better* than others, and pointing out that the seemingly 'cheap' price may in fact be high if the customer must pay exorbitant rates for installation in addition to the price. We sell our plumbing experience, and the skill of the crews—not of hastily-recruited men to work by the job—but of full time craftsmen who have been doing excellent work for our customers over many years," Egan concludes. *End*



**4** To the prospect Egan gives the full demonstration and story—from convenience to sanitation and installation costs—of any of three brands.



**5** The ready-to-buy prospect returns to the store, with her husband, there to get the pitch all over again, and Egan closes another sale.



**6** With plans for the dishwasher installation coordinated with the house blueprints, owner H. A. Martin briefs his installation crew.



# Just What

Seventeen out of 22 physicians in Gainesville, Ga., bought dishwashers—as a result of some intensive campaigning by the Maynard brothers—and now provide the endorsements for a sales story that sells 12 units a month

**DOCTOR** John Hulsey of Gainesville, Ga., a bachelor who does his own dishes, is one of the 17 out of 22 physicians who bought their machines from the Maynard brothers—and thereby gave them a sales story for the rest of the city.

**W**HEN the doorbell rings, the housewife opens the door and there stands Alvin Maynard.

After polite greetings, the housewife looks questioningly at Maynard and he says: "The doctor sent me." The housewife does a double-take, asks, "Why?", and Maynard is on his way to selling another dishwasher.

This approach is not just a sales stunt. Maynard feels like the doctor really has sent him—and with good reason. He has sold dishwashers to more than three-quarters of the doctors in his home city and he has the endorsement of every doctor he has sold.

Maynard, with his brother Jack, is one of General Electric's most dependable dealers in north Georgia. In Gainesville (pop. 15,000) and the surrounding areas, the brothers sell an average of almost 150 dishwashers a year—about 12 every month. Time was, three or four years ago, when the Maynards were not selling dish-

washers, to put it mildly, at such a steady pace.

"One day we got the idea," says Alvin Maynard, "that we could put over the health angle of dishwashers a whole lot better if we got the endorsement of local doctors who treated the very prospects to whom we wanted to sell dishwashers."

Shortly thereafter, Maynard was calling on all of the 22 doctors in Gainesville. Since the dishwasher killed germs through its ability to handle 150-160 degree water, wouldn't the doctor say a good word for it? And if he did, wouldn't the words of the patient's own physician be a pretty persuasive selling argument? The Maynards thought it would.

## Doctors Get Attention

For the next two or three months, Alvin and Jack concentrated on the local doctors. All of them agreed that the dishwasher was a good investment in health and some of them

were pretty specific about just why it was. One of them, Alvin recalls, told him that "dishes probably have as much or more to do with spreading colds, for example, as anything else. That's a pretty good argument for your dishwasher, isn't it?"

You bet it was. Before Maynard left, he had "let that doctor talk himself into buying an electric dishwasher." Call after call on Gainesville's doctors paid off handsomely. The remarkable result of this unique campaign was that the Maynards wound up selling dishwashers to 17 of the 22 medicos!

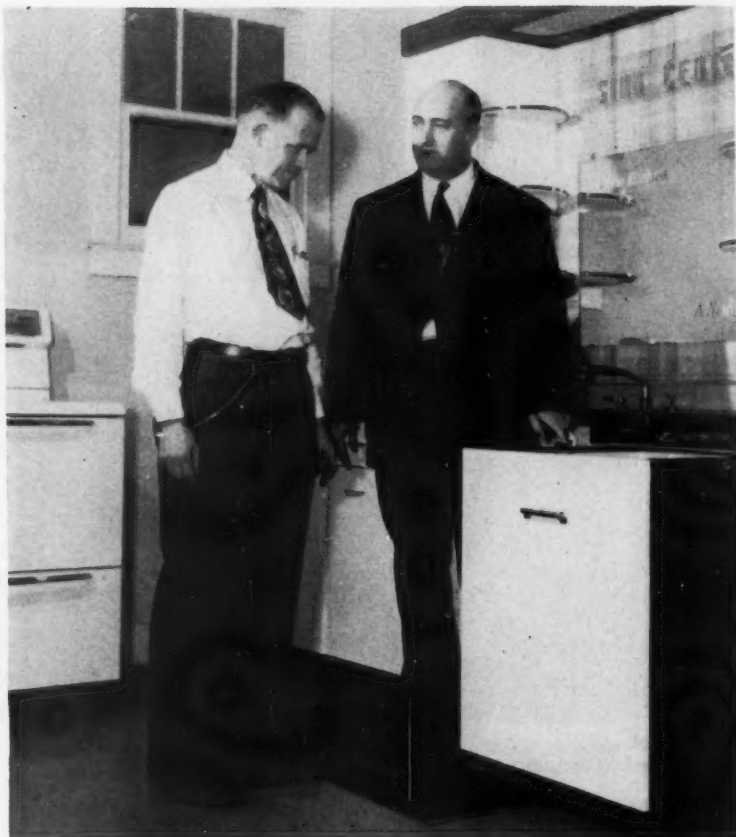
"That was just the kick-off to our major selling drive to put dishwashers in the homes of customers throughout the Gainesville section," says Alvin Maynard. "We had our endorsement—17 of the 22 doctors had bought dishwashers and installed them in their own homes. That was concrete backing by local authorities for a good sales point. Thereafter,

we did not simply check this point off on our fingers as we gave our sales talks. We pointed it out first and then pounded on it. Both my brother and I had, for years, heard radio commercials which declared that so many doctors out of so many, who smoked such and such a cigarette, found them less irritating, milder and by inference, healthier. We took the cue."

## Campaign Is Launched

Gainesville is a wealthy city. It boasts that it is the second largest chicken producing area in the world. At any rate, residents of the city and surrounding areas are, on the average, pretty well heeled and certainly able to afford dishwashers. It is also a healthy city and its residents health-minded. The hard working Maynard brothers went into the anti-bellum homes on Gainesville's north side, they went into flashy residents in new subdivisions, they went into the small homes of mill workers and the

# the Doctor Ordered



**FLOOR SALES**, despite the Maynards' active canvassing of leads, still account for about 75 percent of sales, but most customers who come in heard about the machine as a result of the campaigning.



**"THE DOCTOR SENT ME,"** is the opening phrase with which dealer Alvin Maynard startles Gainesville housewives and opens the way to a presentation of the endorsement of 17 local doctors who own dishwashers.

ranch houses of chicken raisers, they went into every corner of the 30-mile trade radius which is their territory. And they began to sell dishwashers.

It was easy to show the saving in time and work, of course, but their major selling argument was the health angle. They had what 17 Gainesville doctors had endorsed by buying it for their own homes. Wasn't it sensible and reasonable that every home which could afford one—and most homes could—should have it right away?

It was an effective argument. In fact, the Maynards sold dishwashers so well that, last year when the distributor put up a \$3300 Ford vanette truck as a prize to the dealer who turned in the best pro-rata volume for his territory, the brothers won the truck hands down, in addition to the distributor's highest praises.

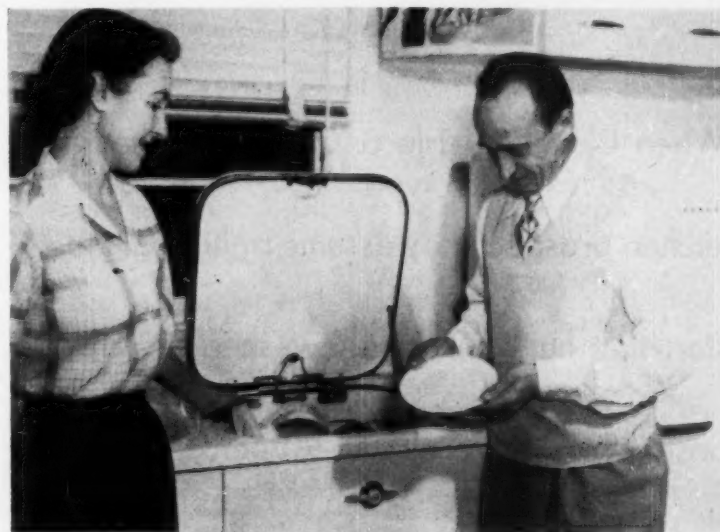
"Our approach is not just a selling trick," Maynard says, seriously. "It's an honest one. We haven't dug up any words like 'lordosis' or 'halitosis'

or 'dishpan hands' to scare people. We believe—and the doctors back us up—that the dishwasher is an important health factor in the home and we sell that idea right up to the hilt. I believe I can go out right now to every customer to whom we've sold a dishwasher and get a testimonial from him to the effect that the dishwasher he bought is a healthy addition to his home. It's just that we have exploited this particular angle to a very successful degree.

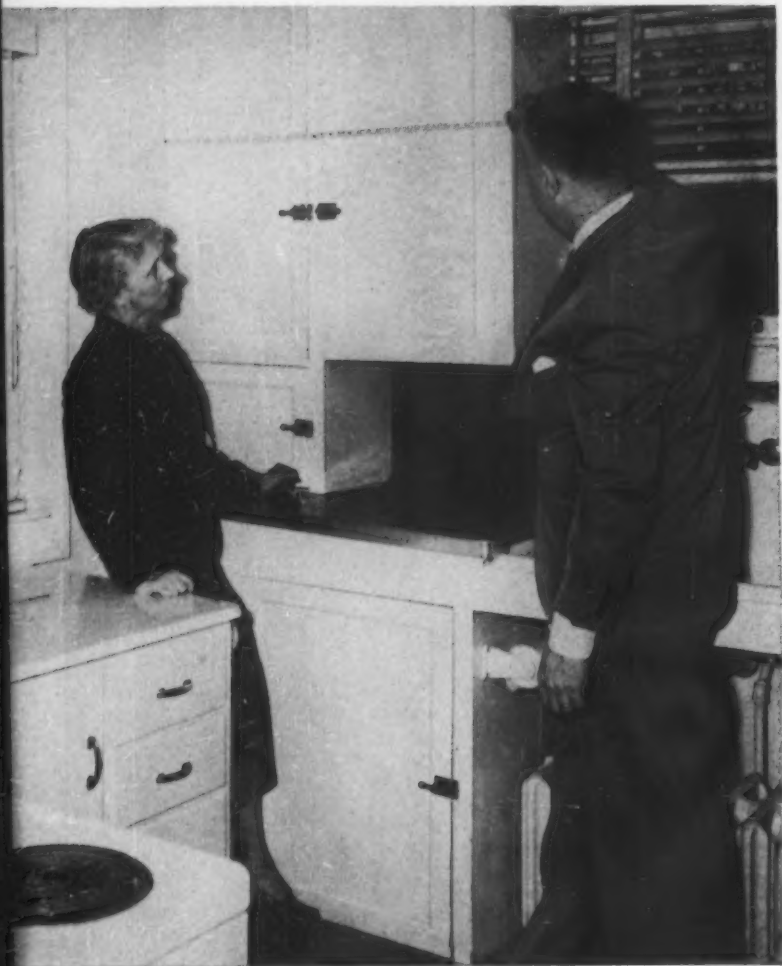
"Though it has been unusually profitable, please understand that we do not depend on 'the doctor sent me' phrase entirely, in our efforts to sell dishwashers. We have always employed other, and more orthodox methods, to increase our sale of appliances."

#### New Power Lines

For example, the brothers have always made it a practice to follow  
(Continued on Page 106)



**AS A RESULT** of the Maynards' campaign to sell doctors, physicians like Dr. John G. Scott and his wife frequently recommend dishwashers to their friends, thus adding to the weight of Maynard's sales story.



**FIRST MOVE** in making a kitchen and dishwasher sale at Cleveland Tile is for salesman to measure prospects kitchen, then ask if she is right or left handed.



**FROM THE** salesman's sketch of the kitchen area an artist will make a water-color rendering and final plans are drawn. Owner Dryer (right) looks on.

## Of Course They Want

When Cleveland Tile & Cabinet Co. has a kitchen prospect they assume right from the start that he wants a dishwasher and disposer—with the result that 90 percent of all customers end up buying them

**"W**HEN selling kitchens, use the positive approach," Carl Dryer, of the Cleveland Tile and Cabinet Co., 131 Terminal Tower Arcade, Cleveland, Ohio, advises. "We assume each person will want a dishwasher and food waste unit. We never assume they won't want it, because it is almost as necessary as a range or refrigerator."

"We talk only complete kitchens, not just dishwashers," Dryer adds. "We talk the whole job—tile, cabinets, flooring, and appliances. If they object to the dishwasher, then we start selling. Actually, the dishwasher and garbage waste unit go together. Before the war we installed one third of all the G-E dishwashers in this area, or 500-600. But since the war we've installed over 3,000 combinations of G-E dishwashers and garbage disposers."

Dryer estimates that about 40 percent of the people say they don't want the dishwasher and garbage unit, but only 10 percent end up without it. He believes it only takes about 10 to 15 minutes to convince them they should have the dishwasher.

"Our average kitchen runs from \$2000 to \$3000," says Dryer. "The only competitor we have is price. It is foolish for a family to spend that much money and not get a dishwasher and garbage disposer in their kitchen. If people put in a dishwasher at the time of sale, it would only cost \$350-\$450, but if they wait until later, it might cost them as much as \$750."

### **Two Reasons for Kitchens**

"There are two reasons why people put in a new kitchen," Dryer continues. "One is for convenience and the labor-saving. The other is beauty."



**ON RETURN** call when both husband and wife are at home, salesman tries to close order, gets their selection of tiles and other materials.



**DURING INSTALLATION** salesman calls to see that it is going according to specifications. Company usually has eight or nine jobs going.

# Dishwashers

"The greatest labor-saving devices for the kitchen are dishwashers and garbage units," Dryer adds. "For instance, we tell a housewife that if a dishwasher just saves her 1½ hours a day, seven days a week, and her time is worth only 25¢ an hour, the cost would be paid for in about three years. In addition, it saves the average man about 15 minutes a day. He might help a little with drying dishes, but at least seven out of ten men have a little package to take out to the garbage can each day.

"One important thing to stress is how most men stay up with their wives after company has left to do the dishes, so they won't have a big stack the next morning," Dryer adds. "If they wash the dishes in a pan it takes about an hour, but with a dishwasher it can't take more than 10 minutes. However, this won't always convince

the husband (although it usually does), and we continue on with how a man doesn't want to go to bed knowing that his poor little wife is in the kitchen working; if he does, he can't sleep. That sells it every time."

## Sold From Beginning

Carl Dryer organized his kitchen business in February, 1934, with space on the 10th floor of the Terminal Tower. About 17 years ago, he moved to his present location on the main floor arcade. From the beginning, Dryer has been selling dishwashers.

"Today, when we make a home call on a prospect," says Dryer, "we seldom have to go over photos or spec sheets of a dishwasher, as they know what it is. The only selling job is selling labor-saving features."

Cleveland Tile believes that the wife is the key to selling dishwashers. "She

is the prospect," they say. "But the husband is the purchaser. Ordinarily, the wife won't buy anything over \$100, and she will queer a deal fast if it is up to her alone. We don't want the salesman to talk to her alone."

"Sometimes a woman may call in and ask for plans and estimates, that she'll talk over with her husband," says Jim Foster, vice president. "If we did that, we might just as well throw our estimates out of the 40th floor of this building. It would get about the same reaction."

"Always you must reach a kitchen remodeling job through the wife," Foster continues. "She makes the initial inquiry, and we go out to the home to get our measurements, etc., on the face of her inquiry."

Salesmen, after they have taken the measurements, quickly draw up complete floor plans, give them to an

artist who makes a large water color picture of what the specially designed kitchen will look like. Then the salesman prepares the contract with listing of all the appliances (they sell at least one range or refrigerator 25 percent of the time) and materials for the job.

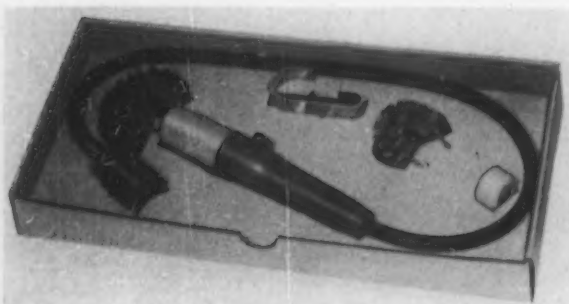
When the salesman makes his second call at the home, he makes sure that the husband will be home. "Most of the time it is in the evening," Dryer points out. "That night business (Saturdays and Sundays are considered nights) is important. In fact, we sell about 90 percent of our kitchen remodeling jobs in the evening. We do about 35 percent of our total volume on kitchens in new constructions.

"We get jobs on new constructions from former customers," Dryer continues. "Say, for instance, we re-

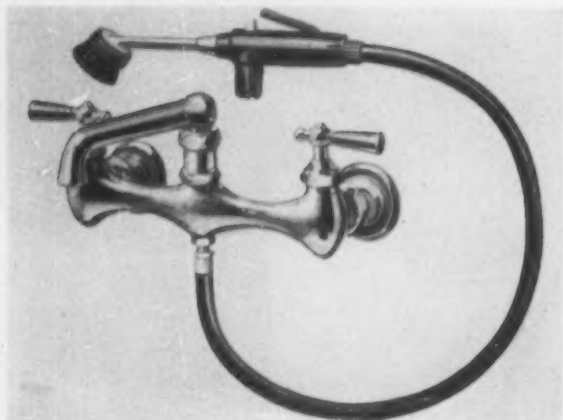
(Continued on Page 110)



**FINISHED JOB** includes dishwasher and disposer that the customer never had a chance to refuse. Ninety percent of Cleveland Tile's customers purchase both units.



**ONE OF** the least expensive units, Osrow Quik-Suds sells for \$7.95.



**SQUEEZE** type lever controls water force on Black Hydro Spray dishwasher.



**PLUMBED-IN** Dishmaster replaces existing faucets on sink, costs \$49.50 installed.

## There's a Market for Non-Electric Dishwashers, Too

**As a first step in mechanical dishwasher education, as a supplement or as an introduction to automatic models, non-electric, faucet-type dishwasher sales topped 500,000 units in the past five years.**

**N**OT all dishwashers cost \$200 or more.

In addition to the automatic electric models on the market which were reviewed in July (Part I of Special Report to the Trade—Dishwashers), there are several non-electric, non-automatic units available which are being sold in quantity and which, in many instances, serve as the first step in educating consumers to the idea that there are easier ways of doing dishes than with a pan, a cloth and a cake of soap. For appliance dealers, these units, ranging in price from \$7.95 to \$49.50, may often mean a dishwasher sale where the prospect is economically incapable of buying an automatic unit. And one manufacturer, who says that he has sold over 300,000 non-automatic units, claims that many of them are finding supplemental use in

homes which already own fully automatic models.

### Early Models

One of the earliest motorless, hydro-powered dishwashers was made by Kaiser-Fleetwing Co. Introduced early in 1947, this dishwasher was a floor cabinet type, closely resembling motor-operated models, with the single exception that it depended only on the hydro-jet force of the water to whirl its dish basket around and to get the dishes clean. This product was available in four models and required the services of a licensed plumber for installation. It retailed for \$129.50 and up.

Other smaller cabinet type models were also introduced in the 1947-1950 period. They were designed for use on a counter or drainboard near the

sink. These were the Cameron, the Sprayway, the WaterOMatic and the Kay-Way. All of these models contained basket dish holders. Some of the baskets revolved, others were stationary. They all depended on water force alone to do the dishwashing job. Prices ran from \$49.50 to \$69.50. (It is interesting to note here that only one cabinet model—Dishmaid, described later, is still in existence.)

Also introduced in the 1947-1950 period were two faucet-type models, since discontinued. They were the Handi-Mite and the Tom Thumb. Prices on these models were in the neighborhood of \$10.

While none of these models are presently on the market, practically every manufacturer says their product was withdrawn mainly because of lack

(Continued on Page 114)



**WATER** and detergent are both contained in the handle of Squeeze 'n Wash.



**THE ONLY** cabinet-type, non-electric dishwasher on the market is Dishmaid.

# DEALERS ACCLAIM IT!

# LEWYT OFFICIALLY

# ENDORSED by National

# Institute of Rug Cleaning!\*

\*Official organization of professional rug cleaners, devoted to research and the solution of technical carpet cleaning problems.

Coast-to-coast, Lewyt dealers acclaim the NIRC endorsement as "the greatest sales-help in years!" Cash in on this endorsement! Set up Lewyt's "Self-Service" Display Kit! Insert the NIRC mat in all your Lewyt ads! Use it wherever you can—it's a powerful sales-clincher!

**LEWYT OFFICIALLY ENDORSED**

by National Institute of Rug Cleaning, Inc.



**Vacuum your rugs daily.**  
Have them professionally cleaned at least once a year by a professional rug cleaner.

**LEWYT CORPORATION, Vacuum Cleaner Div., Dept. M-8, 60 Broadway, Brooklyn 11, N. Y.**

ELECTRICAL MERCHANDISING—AUGUST, 1953



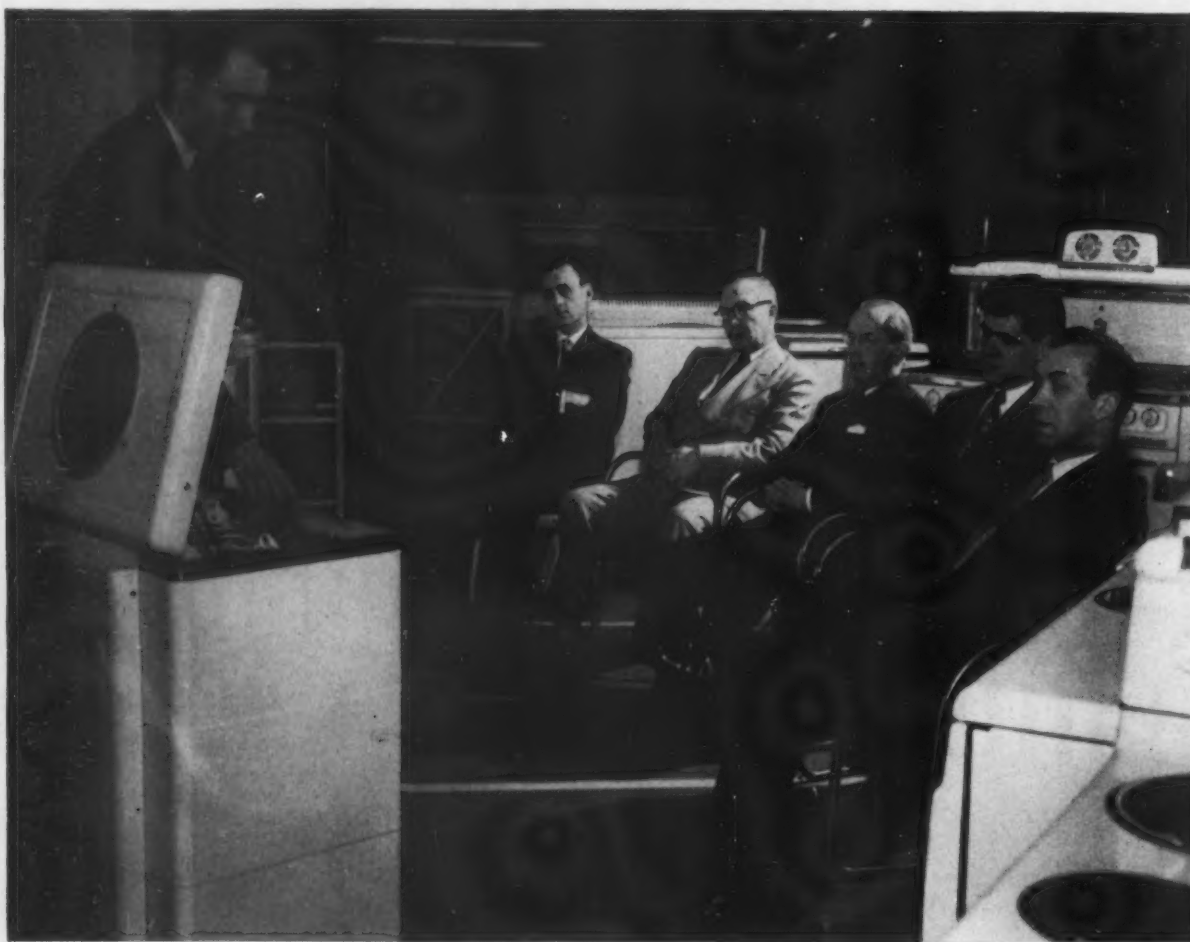
**DO IT with**

# LEWYT

**WORLD'S MOST MODERN  
VACUUM CLEANER**

*Listed by  
Underwriters'  
Laboratories*

PAGE 83



**TRAINING** that prepares appliance manager Jack Cosper (seated, left) and his salesmen for dishwasher demonstrations in the store and in the home, come through regular meetings with Bill Hoffman, left, of Apex distributor Radio TV and Appliance Co., Seattle.

# Demonstrations Sell Two a Day

Department stores must, first, make sales and, second, avoid returns. Frederick & Nelson, Seattle, accomplishes both with a planned program of store and home demonstrations

**E**MPHASIS on a program of demonstrations has brought to the major appliance department of the Frederick & Nelson department store, Seattle, Washington, the enviable record of selling an average of two portable dishwashers a day over a long period. Their success is due to a carefully planned program.

The planned program of demonstrations was designed by major appliance manager Jack Cosper to serve two purposes—first, by demonstrations in the store to convince the prospect that the portable dishwasher is worthwhile as a product, worth its price, and worth taking into the home—second, by follow-up demonstration in the home to insure that the port-

able is used so satisfactorily that it will stay there.

While these selling methods were devised by Frederick & Nelson, a division of Marshall Field & Co., to meet the specific needs of a conservative department store, they show a pattern that can be used successfully and profitably by any dealer—particularly since most of the built-in dishwashers are coming out in portable models.

For the average department store, the program of demonstrations has specific advantages. Many department stores throughout the nation have built their reputations on policies such as those that face Jack Cosper in managing the appliance department at Frederick & Nelson:

1. For many sound reasons, Frederick & Nelson policy does not permit advertising or offering "free trials" on any merchandise.

2. At the same time, the store's policy, like that of most quality department stores, is based on the principle that no customer must keep a purchase with which she is not fully satisfied.

In order to keep within these policies, and still produce volume with the Apex and James portable dishwashers which are being offered on free trial basis by other appliance retailers, Jack Cosper has to rely on:

1. Newspaper advertising that uses the magic Frederick & Nelson name to get prospects (most of them from

the thousands who are charge accounts at the store) into the appliance department to see the portable dishwashers.

2. Training for his five salesmen to make them capable of handling both store and home demonstrations so effectively that prospects will buy without a free trial condition, and so that they will not want to take advantage of the privilege of returning the purchase.

How the major appliance department uses the program of demonstrations in the store and in the home to build such a profitable volume in portable dishwashers, is seen in this **ELECTRICAL MERCHANDISING** photo-study.

## Frederick & Nelson's Demonstrations Feature . . .



1. Portability. Top-rated F&N dishwasher salesman Randolph Williams shows how easily a portable dishwasher can be moved about the kitchen so that prospect will have no fears about storage problem.



2. Automatic features, on the deluxe Apex and James models, are then shown for two reasons—first to emphasize that the portables are full-scale dishwashers—second to start her thinking of the freedom the machine can give her.



3. Capacity. Again, salesman Williams wants prospect to accept the fact that portables are full size machines that will handle 6 to 8 settings and her every dishwashing need. At the same time he'll convince her of the ease of loading.



4. Quality. Williams describes and shows the construction features of the portables to settle in the prospect's mind that in getting a portable she will be buying a top-quality product.



5. Results. A wet demonstration of the portable shows the prospect how it does the job she expects, and afterwards she can see that it produces the results that she demands.



6. Low cost. "No plumbing changes or charges. We can deliver right away, and right away your dishwashing chores are over," the salesman says as he starts conversation toward leading questions.

To See Why Post-Sale Demonstration Are Made Turn Page ➔

# DISHWASHERS

## Post-Sale Home Demonstrations Are Made to . . .



7. Find out if the customer's family needs are being met satisfactorily by the dishwasher. Proper loading of nursing bottles, which Williams finds has been a problem, will make the dishwasher more valuable to a young mother.



8. See that the customer takes full advantage of the many features of the dishwasher—like that of disconnecting the water hose after the last filling, so sink can be used, above—or re-emphasize use of dishwasher for preheating dishes.



9. Be sure that the customer is using the portable dishwasher correctly. The F&N salesmen don't assume it, they find out, and when necessary they go through demonstration on loading, above, keying it to family needs.

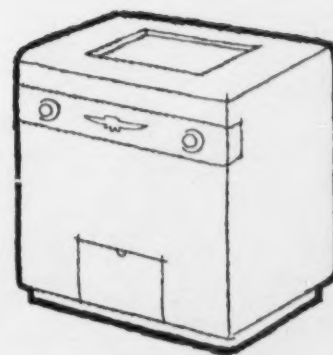
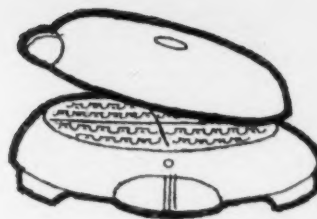


10. Check the customer's use of detergent. F&N salesmen test for the amount needed for that customer's type of water. At the same time they can re-brief her on how to put in the detergent, check type used.



11. Keep the dishwasher from being damaged by improper use or neglect, and the Frederick & Nelson salesmen will have another satisfied customer singing its praises. Williams shows proper cleaning of the screen.

**You sell these  
with automatic  
controls**



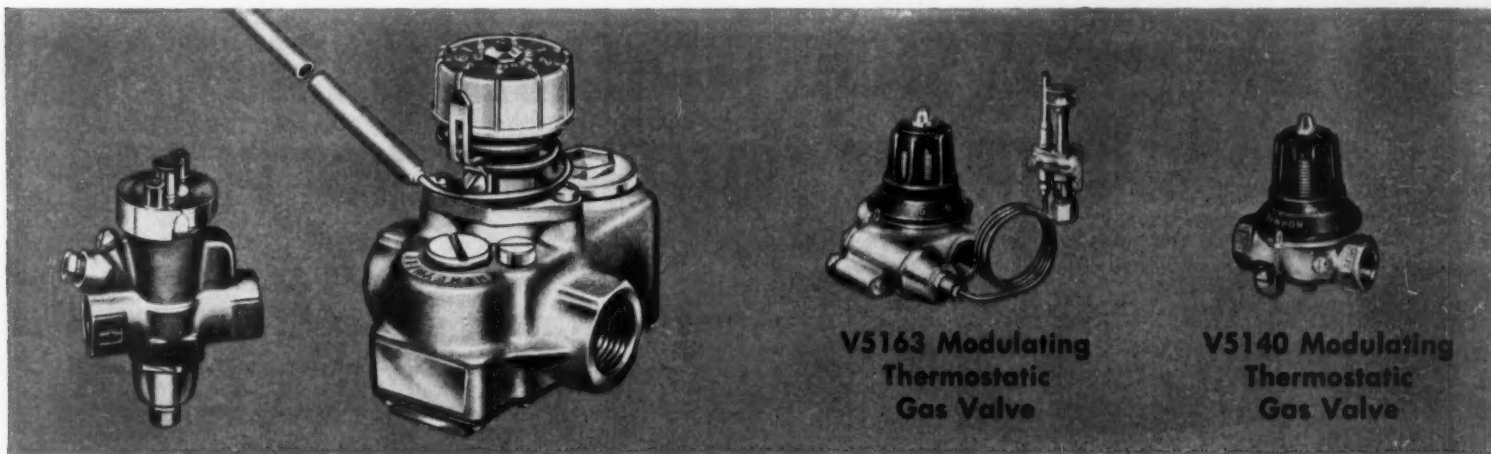
## Why not gas heaters?

One of the great factors in the sale of millions of washers, dryers, waffle irons and refrigerators has been the *convenience of automatic control!* It follows that this powerful sales feature could be used to boost the sales of gas heaters substantially—especially since the public is so “automatic heat” conscious these days!

Prospects interested in automatic heat are always *easier* to satisfy when they learn how Honeywell controls *automatically* keep temperatures at the desired setting.

A Honeywell-equipped heater also gives you a competitive advantage because most prospects know the name Honeywell means the finest in temperature controls. See for yourself—next time you order gas heaters, ask your manufacturer or distributor to ship heaters equipped with Honeywell Controls!

*Honeywell Controls can also be purchased separately* to fit any manual gas heater model you may have in stock. Just call your regular supplier or one of Honeywell's 104 offices, located in key cities from coast to coast.



### V5151—Honeywell's new Modusnap Gas Valve

Combines two valves in one to provide more accurate temperature control by “on-off” and modulated firing. Prevents over-heating in mild weather and ends excessive “on-off” firing to conserve fuel. This new dual-action thermostat valve can be used with all gases—and on most any type of gas heater.

When used with Honeywell's C585 Pilotstat (left) the Modusnap provides 100% safety control and manual shut-off.

### V5163 Modulating Thermostatic Gas Valve

Provides accurate, safe control for any gas heater. Keeps room temperature at desired setting by modulating the flow of gas from full volume to a pre-set minimum flame. Built-in safety pilot provides 100% shut-off in case of pilot failure. Has safe-lighting feature, too. Main line valve can't open until pilot is on. The V5163 is easy and inexpensive to install, for it's small and compactly designed to fit limited places common to heater applications. It needs no outside electrical power.

### V5140 Modulating Thermostatic Gas Valve

Another rugged, compact Honeywell control. For application on manually controlled heaters already equipped with 100% safety shut-off.

### Big modernization market

You probably have many gas heater owners on your customer list who do not have automatic controls. Contact them . . . they'll want automatic heating furnished by a Honeywell thermostat, too!

MINNEAPOLIS  
**Honeywell**



*First in Controls*

MINNEAPOLIS-HONEYWELL REGULATOR CO.  
Dept. EM-8-119, Minneapolis 8, Minnesota

Gentlemen:

Send me descriptive literature on your line of automatic controls for gas heaters.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_



The initial order for Tide was sent in after G. W. Sipe, City Sales Manager of McGregor's, Inc., (Frigidaire distributor) described the success of the Tide Plan in other areas to Rex Fullbright, President of Jenkins, Inc.

## HOW A MEMPHIS STORE INCREASED WASHER SALES 320% WITH THE TIDE PROMOTION PLAN



Traffic increased 50% as Jenkins, Inc., merchandised their bonus offer to the hilt. Using the free promotion kit shipped with their Tide order, Jenkins, Inc., built special window and interior displays, ran newspaper tie-in ads.

### FRIGIDAIRE DEALER USES TIE-IN BASED ON TIDE'S POPULARITY—JUMPS SALES FROM 5 TO 16 WASHERS A MONTH!

You are looking at a proven method of increasing your washer volume! At least, that's how Rex Fullbright, President of Jenkins, Inc., in Memphis, describes these pictures. He should know, because this spring, his store used the Tide Plan for a bonus offer promotion — giving a year's supply of Tide away with each Frigidaire washer purchased. Result? After the first month of the promotion, Tide's overwhelming appeal to women had doubled Jenkins, Inc., store traffic—had more than tripled their Frigidaire washer sales. "We were so well pleased with the Tide Promotion Plan," says Rex Fullbright, "we have extended it through another month." Obviously, there's a sound sales tip for you in this Tide Plan success story from Memphis, Tennessee.



Rex Fullbright



**Demonstrations increased 75%! To impress prospects most, Jenkins, Inc., demonstrated with Tide. They got the maximum performance from their washers—the cleanest, whitest wash possible . . . with no soap film left in the washer.**



**16th washer sold! After the first month, Jenkins, Inc., Frigidaire sales were up 320%, from 5 to 16 washers sold a month. They give the credit to Tide for clinching hesitant sales—and they are continuing to use the proven Tide Plan.**

### THIS IS THE TIDE PLAN . . . It Worked in Memphis—It Could Work for You!

**Here are the terms:** As a dealer, you can get Tide at the regular Procter & Gamble Sales Department prices\* less a special advertising allowance of \$1.75 per case (net cost to you approximately \$5.00 per case—minimum order 5 cases). And with your Tide, you will also get a colorful free display kit imprinted with the name of any washer brand you designate. In return, you agree to use all of the Tide you order in any or all of the following ways:

**1. Use Tide for bonus offers**—offer a supply of Tide with the purchase of a washer (minimum offer 1/3 of case per washer sold).

**2. Use Tide to build traffic**—offer a box of Tide to each prospect who comes in to watch a washer demonstration.

**3. Use Tide for demonstrations**—get top performance from your washers. Tide gives you the cleanest wash possible . . . leaves no soap film. Laboratory tests prove it!

**4. Use Tide for displays**—feature the Tide merchandise offers in your advertising and display Tide with your washers.

*\*Prices subject to change without notice. Shipped C.O.D., freight prepaid.*



# Tide

**is your best tie-in because . . .  
MORE WOMEN USE TIDE  
IN BOTH AUTOMATIC AND  
WRINGER WASHERS THAN  
ANY OTHER PRODUCT ON EARTH!**

CLIP COUPON BELOW—ORDER YOUR TIDE TODAY!

**Box A**  
**Tide Home Laundering Bureau**  
**1429 Enquirer Building**  
**Cincinnati 2, Ohio**

Please ship us \_\_\_\_\_ cases of Tide (minimum order 5 cases). We agree to use all the Tide on this order in accordance with the terms of the Tide Promotion Plan described above.

Store Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Ordered by \_\_\_\_\_

(Please check boxes below for promotion material desired.)

( ) Please send us at no cost, a washer promotion display kit containing wall posters, window streamers, and counter cards bearing the name of \_\_\_\_\_ washer.

Also include at no cost, the following newspaper mats for the purpose of advertising our washer promotion.

( ) 2 cols. x 3" ( ) 2 cols. x 6" ( ) 3 cols. x 5" ( ) 3 cols. x 10"



## Motor Distributor Says KLIXON Protectors Keep Customers Satisfied

CAMBRIDGE, MASS.: Mr. C. F. Dulsen, owner of the Central Electric Co., distributor of electric motors, fans and blowers, says it's *satisfaction* that brings customers back. And the burnout protection given by KLIXON Inherent Overheat Protectors is a big aid in building business.

"A motor with a Klixon Protector will very rarely burnout from any cause. Klixons help to keep customers satisfied as they prevent burnouts from either locked-rotor or overload."



### Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated keep motors in electrical appliances and other motor-driven equipment from overheating and burning out. Look for equipment with Klixon-Protected motors for trouble-free motor operation.

**KLIXON**  
TRADE MARK REG. U.S. PAT. OFF.

**SPENCER THERMOSTAT**  
Division of Metals & Controls Corporation  
2508 FOREST STREET, ATTLEBORO, MASS.

## You'll Sell Power Tools Next

CONTINUED FROM PAGE 65

general rule expect discounts on power tools of 30 percent, with some few companies advancing this figure to 35 and 40 percent where purchases were made in volume.

This compares favorably with discounts generally prevailing throughout the appliance industry. Equally important is the fact that the average appliance dealer can carry a first class inventory, in either the portable or stationary types of tool, for under \$1,000. In a chart which appears elsewhere, Black and Decker, Rockwell Manufacturing Company and Shopmaster, Inc., have indicated their ideas on a basic inventory for the average appliance dealer.

As an example of the tremendous possibilities which exist for power tool sales, the magazine *Sales Management* estimates that there is a home workshop existing today in every fourth home in the nation, a figure which effectively cancels out the possibility that this market is a limited one. *Mechanix Illustrated* found in a survey among readers that some 82.5 percent of those responding had a home workshop, while 11.4 percent planned on installing a complete shop within a twelve month period. These same respondents indicated an ownership of 47.6 percent for television and 12.2 percent for freezers, and buying intent for those not owning of 18.7 percent and 12.0 percent, respectively for the two appliances. From these percentages it would appear that the average homeowner, while anxious to own some of the less necessary appliances, considered the home workshop to be equally important and necessary to his everyday life.

As a still further indication of interest in power tools, *Popular Mechanics* found that the following percentages existed, proof of the relative worth the prospect attributes to powered tools:

	What Type of Tool Is Needed	What Types of Tool Do You Find Most Important
Hand Tools, Chisel Plane, etc.	14 Percent	45 Percent
Power Tools, grinder, drill, etc.	27 Percent	13 Percent
Powered Bench Tools, such as lathe, etc.	59 Percent	42 Percent

So far, the appliance dealer has pretty much left power tool sales to the specialists. He's had two reasons. First is the mistaken idea that to satisfactorily merchandise a unit like a circular saw, extensive knowledge or demonstration is necessary to conclude a sale. This is not completely true! While a dealer must have some knowledge of the workings of any of the tools he is selling, he will find that in a surprisingly large number of contacts a dry demonstration only is sufficient. In the smaller, portable units such as power drills, sanders and saws, the salesman is off to a more than adequate start in the way of demonstration if he is able to finger the tool's switch. Add to this the fact

that today's top prospect, the male home-owner, often brings with him into the store a more than adequate knowledge of the tool he is after. This mechanical aptitude channels itself not to questions as to how the machine works, but rather to what refinements or special features are incorporated. Prospect knowledge of this sort does away with vast amounts of technical training on the dealer's part. Manufacturers point out the important part played in early consumer education by the many schools offering manual training courses. Like the sewing machine manufacturer who has seen the wisdom of early product indoctrination in school domestic science classes, the power tool manufacturer is counting on shop courses to instill an interest in power tools which will carry through a student's lifetime and make for latter-day sales.

### Dealer Education

For the appliance dealer who wants special training on power tools, most manufacturers can offer some form of tutoring on their product and its capabilities. One such company has a completely coordinated system in which demonstrators from the home plant are continuously making the rounds of dealers and distributors for the purpose of demonstration and training. This system is further augmented by four buses stationed in various parts of the country which are completely fitted out as traveling showrooms. Dealers are shown the uses of the company line, and may use the bus to display tools to the public or to interested local civic groups. Still other manufacturers run factory courses at which the dealer or his representative may be thoroughly tutored in the product at company expense. All appear to be aware of ever-increasing consumer interest and are constantly revising their programs of dealer education.

Servicing of power tools does not appear to enter the picture as a serious drawback. Most of the larger name companies maintain conveniently located service centers for the infrequent trips their products must make for repairs. To quote one company, "It is not necessary for the dealer to stock parts or repair equipment. We maintain a factory service center in practically every principal city in the United States, where the consumer can bring his tool for quick and professional repairs." This would in general sum up the response of the industry as a whole to the service problem.

### Present Day Outlets

The appliance dealer's second reason for past neglect of power tools is a belief that they are the exclusive pet of the hardware dealer, and hence are out of bounds. Present major channels do center around the hardware store and the large mail order house, and to a lesser extent through (Continued on Page 94)

# DuMont Television

The Direct Line to Profits  
with New  
**"COMPLETE COMPARISON"**  
Selling Features!

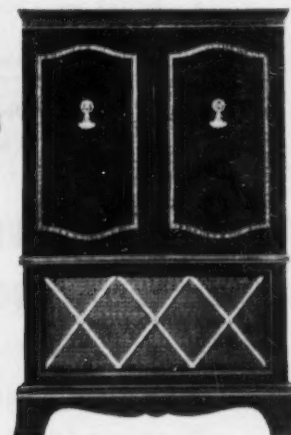
- **A Great Sales Story!** DuMont invites comparison with every other make, at every point in every set at every price!
- **New Powerful National Advertising!**—pre-selling DuMont's complete quality performance! In top magazines...newspapers!
- **Right Prices for Every Customer!** And better value in every set, with DuMont quality control from end-to-end of the line!

Now, with DuMont advertising urging buyers to make the "Complete Comparison" check...with the great new sales features in the DuMont line...with more attractive dealer discounts...you can see why featuring DuMont means easier, more profitable sales!

**Optional DuMont 82-Channel Tuning**  
—Most Sensitive in Television—  
Ideal for UHF-VHF Areas



**DuMont de Luxe  
WARWICK**  
American Contemporary table model. Mahogany or limed oak finish. Matching base at slight extra cost. Glare-free picture from 21-inch DuMont Selfocus\* tube. Phono jack. Built-in UHF-VHF antenna. 82-channel tuning optional.



**DuMont de Luxe  
WINDSOR**  
21-inch DuMont Selfocus\* tube. Removable safety glass. Fine 18th Century cabinet on casters, hand-rubbed mahogany finish. Phono jack. 82-channel tuning optional. Built-in UHF-VHF antenna.

**THE SELECTIVE DU MONT DEALER FRANCHISE IS MORE VALUABLE THAN EVER TODAY!**

Write, wire or phone your DuMont Distributor for full details, or write to: Allen B. DuMont Laboratories, Inc., Television Receiver Division, East Paterson, New Jersey.  
Canadian Affiliate: Canadian Aviation Electronics Ltd., Montreal, Canada.

All your customers can afford

**DU MONT** ...from \$199<sup>95</sup>\*\*  
**QUALITY TELEVISION**

(for 17" table model, not illustrated)

\*\*Prices include full-year picture tube Warranty, Federal Excise Tax. Prices slightly higher in the South and West and subject to change.

\*Trade Mark

# ONLY BENDIX OFFERS THE "Super 6" BONUS DOOR!!

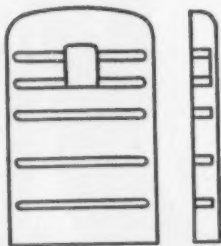
## 6 BONUS DOOR FEATURES YOUR CUSTOMERS WANT

1. BENDIX provides the greatest number of door shelves
2. BENDIX provides the greatest useable door shelf area
3. Only BENDIX has the Butter 'N Egg Conditioner
4. BENDIX Bonus Door shelves are fully recessed in the door
5. BENDIX Food Compartment shelves are full depth . . . not cut off
6. BENDIX Bonus Door shelves hold more food . . . deep enough for quart glass milk bottles

**COMPARE! SEE THE BIG DIFFERENCE  
THE BENDIX BONUS DOOR MAKES . . .**

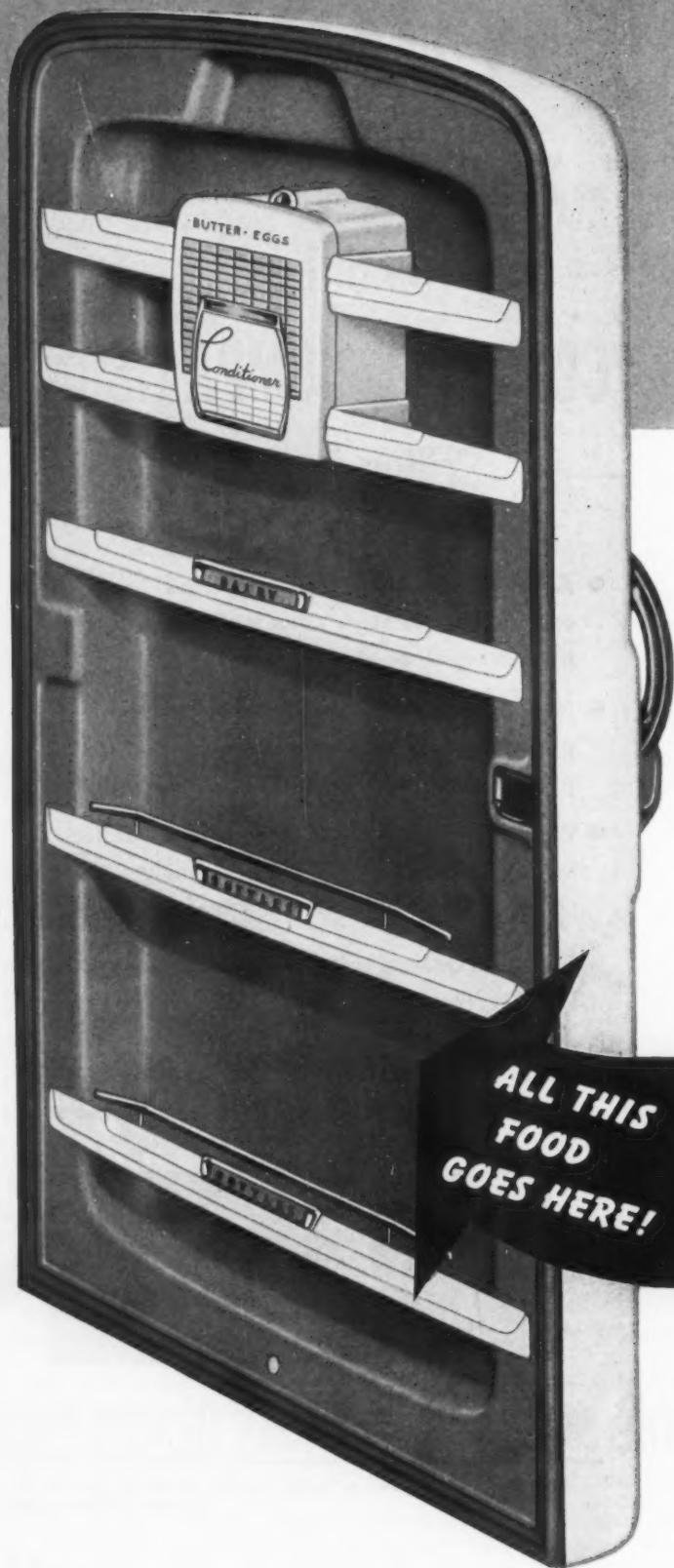
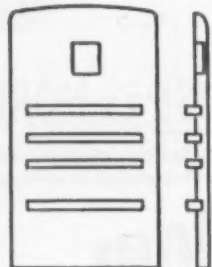
### HERE'S THE BENDIX WAY

The exclusive Bonus Door is built deep . . . like a big bay window. Shelves are actually built-in . . . fully recessed . . . so there's maximum storage space in the food compartment itself. No stealing space from inside the refrigerator. The Bonus Door holds more, itself . . . lets you put more food in the refrigerator, too!





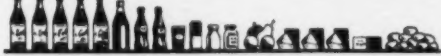
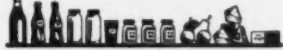
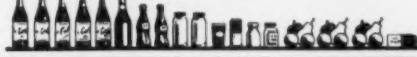

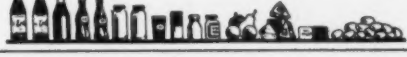
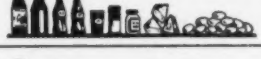

### HERE'S THE "TACKED ON" WAY

This is how ordinary refrigerators try to provide storage space. Door shelves are tacked on. They don't hold as much food . . . and they steal space from the storage compartment when the door is closed. That means storage shelves have to be cut off. That means less easy-to-reach storage space inside the refrigerator, too.



**IF IT'S A BENDIX . . . . IT'S BETTER AUTOMATICALLY!**

**Here's the Proof... the BONUS DOOR HOLDS MORE!**

REFRIG MAKE	SIZE	HERE'S HOW MUCH FOOD THE DOOR SHELVES HOLD	CAPACITY IN POUNDS
BENDIX	10.5		47
A	10.2		26
B	9.6		32½
C	10.4		13
D	10.5		35½
E	10.1		32
F	11.4		23
G	11.0		13
H	10.6		11½



**PROVE IT YOURSELF! MAKE THIS  
SIMPLE BONUS DOOR TEST...**

- Here's the actual food that goes in the Bendix Bonus Door. Big bottles . . . extra eggs . . . plenty of packages.
- You can *see* this Bonus Door advantage . . . but *prove* it. Try putting this same amount of food in the tacked on door shelves of any other refrigerator.
- *Only* the *Bendix Bonus Door* will handle this amount of food . . . give this much *extra* storage space without stealing space from the inside storage compartment!
- Remember . . . Bendix has other big features. Fully automatic defrosting . . . exclusive Butter 'N Egg Conditioner that keeps butter spreadable, eggs ready for cooking . . . Full-width Freeze Chest that holds more frozen foods . . . adjustable shelves that can take the smallest to the biggest items. They're Bendix extras for extra sales!

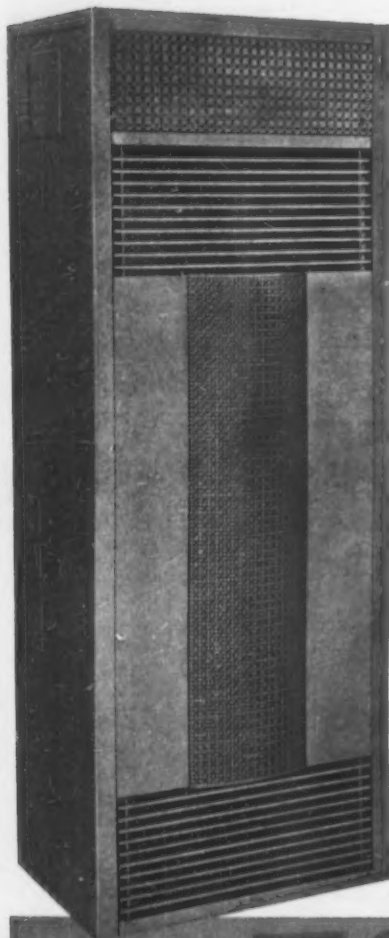
**At the Summer Market . . . come in and see the Bonus Door proof for yourself. And see the complete family of great Bendix Appliances. Furniture Mart . . . Space 535-537A**

**BENDIX HOME APPLIANCES** Div. AVCO Manufacturing Corp., South Bend, Indiana



# H.C. Little

## oil wall furnaces break sales records!



You ought to find out what they can do to boost sales for YOU! From New York to Seattle they're breaking all sales records—the "hottest" furnace on the market today!



**COMPACT DESIGN —**  
**COMPLETE FACTORY ASSEMBLY —**  
Including all controls  
**EASY INSTALLATION —**  
**NO HEAT DUCTS NEEDED —**  
**SILENT BURNER —**No moving parts  
**100% AUTOMATIC OPERATION —**  
All electric ignition and control system—No pilot light.



**HALL VIEW** shows how unit fits compactly in small space, needs no ducts, heats bedrooms and bath for whole-house comfort.

**LIVING ROOM VIEW** shows attractive, out-of-the-way installation, opportunity for convenient furniture placement and wall-to-wall carpeting. Large radiant panel on living room side provides instant, body-warming heat rays.



Model shown, No. 85 H.C. LITTLE OIL WALL FURNACE, has 65,000 BTU/hr. output.  
Model No. 60, not shown, has 40,000 BTU/hr. output.

Warm-air-discharge and return-air-intake grilles on BOTH sides of unit assure a gentle circulation of warmth.

### MAIL COUPON FOR MONEY- MAKING FACTS TODAY!

H.C. LITTLE BURNER COMPANY, INC.  
SAN RAFAEL, CALIF. Dept. M-8

Send money-making facts about your OIL WALL FURNACES to the following:

Name \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# H.C. Little

Burner Company, Inc.

SAN RAFAEL, CALIFORNIA

#### H.C. LITTLE DISTRIBUTORS:

Aurora, Ill.  
Baltimore, Md.  
Belmont, Mass.  
Boise, Idaho  
Columbus, Ga.  
Detroit Lakes, Minn.  
East Orange, N.J.  
Fayetteville, N. Car.  
Portland, Ore.

Prescott, Ariz.  
Reno, Nev.  
Rochester, N.Y.  
St. Louis, Mo.  
St. Petersburg, Fla.  
Salt Lake City, Utah  
Seattle, Wash.  
Spokane, Wash.  
Toledo, Ohio

## You'll Sell Power Tools Next

CONTINUED FROM PAGE 90

department stores and the lumber trade, but as one manufacturer points out, not all of these have the appliance dealer's reputation for aggressive selling methods.

Popular Mechanics found that among its readership those purchasing portable electric drill kits did so through the following types of retail outlet: hardware stores, 40.6 percent; department stores, 19.5 percent; mail order, 16.5 percent; hobby shops, 3.0 percent; and other (presumably including an occasional appliance dealer) 20.4 percent. One source points this up further by advancing the statement that Sears Roebuck alone does a volume in power tools which may exceed \$50,000,000 yearly. Electrical Merchandising's own appliance dealer panel in response to a recent survey showed a grouping of 20 percent currently handling power tools. While this does not constitute a large percentage in itself, it indicates that many an alert appliance dealer has decided that here is an untapped sales field. Manufacturers believe that the appliance dealer is in most cases anxious and able to merchandise commodities aggressively and effectively, in sharp contrast to the average hardware store which sells hundreds of nickel and dime items, is not given to product promotion, but which, nevertheless, finds the home power tool a more than profitable sales item.

### A Sideline Which Repeats

One profitable aspect of power tool selling is the accessory sales generated by the original tool purchase. The circular saw is a prime example of this. The ticket upon such an item, and depending on model and make, complete with stand and motor, will often average \$150 or more. The rippling sales circle will include such accessories as circular sanding discs, moulding heads, additional saw blades, table extensions, etc. Such items as these will often add up to \$100 or more in additional sales. Even smaller portable tools such as the electric drill carry with them a potential in accessory sales for the home owner, who is always in the market for such necessities as grinding wheels, buffing

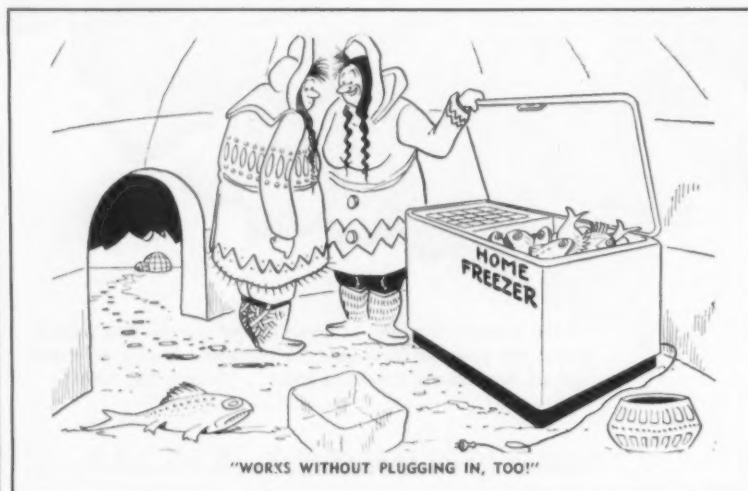
pads and the like. One Boston appliance dealer whose annual power tool volume is close to \$40,000 advised the writer that he had found that follow-up accessory sales accounted for a major portion of his power tool merchandising. Equally interesting was the fact that he had found that while the initial sale had been made to the man of the family, the follow up sale was more often made to the wife for gift giving. Thus, unlike the average appliance which does not carry with it an advantage in repeat sales, the home power tool gives the appliance dealer a natural lure in keeping repeat traffic high.

Most sales of power tools are cash. However, in those involving the larger and more expensive combination tools, time payments can become a factor, though not an undesirable one. The appliance dealer, far more often than the hardware dealer, is thoroughly familiar with the detail work involved in accepting paper, his relations with local banks are long established, and, generally speaking, this phase of power tool merchandising will present no problem to him. Here too the prospective buyer presents no credit hurdle, for, as already pointed out, today's top prospect is the male homeowner, a title which more often than not gains for him a ready acceptance as a credit risk.

### The Decision Is Yours

Power tool sales are continuing to rise, their future assured, as more and more manufacturers enlarge their advertising and promotional activity. Witness the not inconsiderable amount of "do-it-yourself" material which appears month after month in the pages of such consumer publications as *Better Homes and Gardens*, *"Better Living"*, *"American Home"* and others. All these are doing a pre-selling job for the power tool manufacturer, helping also to channel prospects into the stores of established dealers. With many major appliances reaching a point of almost complete saturation the appliance dealer may find that the electrically powered tools on today's market can be an effective sales bolster.

End



Have you seen the

**NEW**

**GENERAL ELECTRIC**

**IRONS?**

# They're Better Than Ever...

No other steam and dry iron has all these features!



- 1 Visualizer Fabric-dial!** You dial the *perfect* temperature for steam ironing—or for dry ironing everything, including popular, new synthetics. Easy to see, easy to get at, easy to use in its prominent new location.
- 2 Instant, steady steam!** Drop by drop, water falls onto hot soleplate, flashes instantly to steam—a steady flow of steam that stops automatically when iron is set on heel rest. Steams for half an hour without refilling.
- 3 No bulky boiler!** Built-in reservoir stores water apart from heating unit—there's no chance for steam pressure to build up.
- 4 Instant change-over!** No waiting for iron to cool off, no need to empty the water! Just press the button down, and *instantly*, the steam iron becomes a *dry* iron!
- 5 Larger soleplate!** Over thirty square inches of ironing surface! Yet weight is still only 3¼ pounds!
- 6 Uses tap water!** In most areas, ordinary tap water may be used in the new G-E Steam and Dry Iron without affecting its long life.

STILL  
ONLY **\$18<sup>95</sup>**

Manufacturer's recommended retail or  
Fair Trade price.

# At The Same Low Prices!

No other dry iron has all these features!



- 1 Dial setting for synthetics!** New Visualizer Fabric-dial placed in easy-to-reach position now has special setting for new synthetics.
- 2 Quick heat!** Heats in less than a minute. Changes from one heat to another in just a few seconds.
- 3 Automatic signal light!** Light flashes off the instant iron is at proper heat for ironing.
- 4 Extra-large soleplate!** More than 30 square inches of ironing surface!
- 5 Lightweight!** Weighs only 2½ pounds.
- 6 Low, low price!** All these desirable features in an iron which costs less than many others!

STILL  
ONLY **\$12<sup>95</sup>**

Manufacturer's recommended retail or  
Fair Trade price.

# Stay with the leader!

## LOOK

for the big four-color spread in the October 3, 1953, issue of the *Saturday Evening Post*—followed by a barrage of **19** more ads during October, November and December in these great magazines—

**SATURDAY EVENING POST • HOUSEHOLD • LADIES' HOME JOURNAL  
COUNTRY GENTLEMAN • PARENTS' • CAPPER'S FARMER  
PROGRESSIVE FARMER**

## PLUS

—starting September 24—a major push on TV's newest big hit—

**THE  
RAY MILLAND  
SHOW**

(See your local papers for time and station.)



**Ask your G-E distributor about these helpful display aids and sales builders!**

- **FREE** Carton Displays!
- **FREE** Envelope Enclosures For Your Own Mailings!
- **FREE** Soleplate Stickers!
- **FREE** Advertising Mats!

Ask him, too, about the new free-trial broadsides. And be sure to ask him about the sensational *Floating Ring Display*.

**Order now** and have a full supply of the nation's fastest-selling irons when the news breaks!

General Electric Co., Small Appliance Division, Bridgeport 2, Connecticut.

**STOCK THE  
FULL LINE!**



G-E Steam and Dry Iron  
\$18.95\*



G-E Automatic Budget Iron  
\$9.95\*



G-E Automatic Visualizer Iron  
\$12.95\*



G-E Automatic Travel Iron  
\$12.95\*

\*Manufacturer's recommended retail or Fair Trade prices.

*More women buy G-E Irons than any other make!*

**GENERAL  ELECTRIC**



handsome! different!  
will sell on sight! gift packaged!

Custom-tailored, rugged holster gives every home owner new **PORTABILITY**... new **CONVENIENCE** for drilling, sanding, buffing—anywhere. Hook on belt. Display on home workshop wall. NEW! **A FISTFUL OF POWER!**

**Executive kit includes** 200J 1/4" SpeedDrill with HI-POLISHED CASTINGS • tough Exylin holster • geared key-operated JACOB'S CHUCK • 7 CHROME VANADIUM steel bits • 4" rubber backer • 4 1/2" bonnet • 10 sanding discs and miscellaneous hardware.

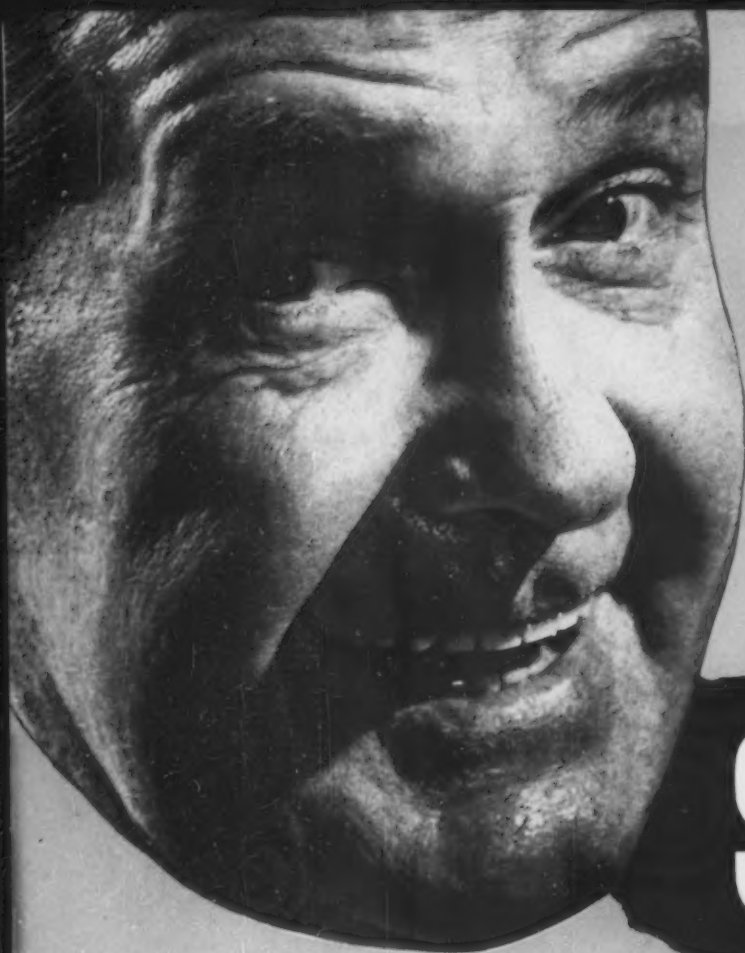
Heavy **NATIONAL ADVERTISING** will break in House Beautiful, Sunset, Town & Country, Fortune, House and Garden, and Sales Management... October, November, and December. Stock up now. Write for full details.

**\$29<sup>50</sup>**  
retail

SpeedWay

**Manufacturing Co.**  
1890 S. 52nd Avenue, Cicero 50, Ill.

"Producers of Fine Portable Electric Power Tools for Factory, Home, and Farm for Over 45 Years."



# WOW!

## STEWART-



**24" TV**

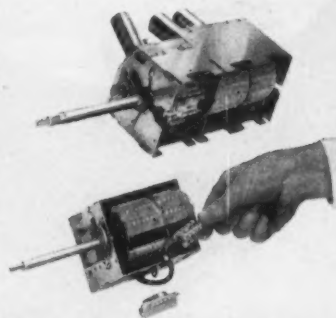
Blonde Oak Console... a highlight of Stewart-Warner TV for '54.

Contact your Stewart-Warner Distributor for complete details in the big dealer cash awards in the Stewart-Warner Demonstration Sweepstakes

### TWO UHF/VHF TUNERS

POWERFUL, NEW ALL-WAVE TURRET TUNER for automatic, single knob tuning with full coverage of all 82 U.H.F. and V.H.F. channels.

STANDARD V.H.F. TURRET TUNER with interchangeable channel strips to receive U.H.F. stations.



### A COMPLETE LINE!...COMPETITIVELY PRICED!

Here it is! Stewart-Warner's complete new line of 34 beautiful TV models for '54... featuring the amazing new THUNDERBOLT Unit-Assembled Chassis... full U.H.F./V.H.F. coverage... advanced engineering... superbly crafted cabinet styling... finished in stunning Blonde Oak, harmonious Leatherette or luxurious hand-rubbed Mahogany... all at remarkably low prices. See them now at your Stewart-Warner Distributor.



27" Console



21" Console with Half Doors



21" Console with Curved Front



21" Console



21" Table TV

Powerful National Advertising: 38 Ads in 18 Weeks!

**STEWART-WARNER ELECTRIC** • Division of Stewart-Warner Corp.  
1300 N. Kostner Avenue • Chicago 51, Illinois • In Canada: Belleville, Ontario  
Leading Producers of Electronic Equipment for the Armed Forces

# WHAT A LINE!

## WARNER

### TV for '54

34 Sparkling New Models for  
Every Preference, Every Pocketbook

*Amazing New Thunderbolt*  
UNIT-ASSEMBLED CHASSIS



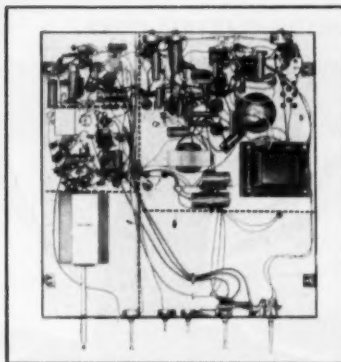
New and Improved  
X-9300 Chassis

OVER FIVE YEARS IN DEVELOPMENT! The wonder of the entire TV industry—the amazing Unit-Assembled THUNDERBOLT Chassis was developed by the same Stewart-Warner engineers who perfected intricate electronic components for radar guided missiles and communications equipment for the armed forces.

EASIEST CHASSIS TO SERVICE! Over 90% of all servicing can be performed without removing the chassis from the cabinet.

DEPENDABLE, TROUBLE-FREE PERFORMANCE! Extra rugged, long-life components . . . molded plastic condensers assure Positive Quality Control all along the production line.

PROVED IN EVERY TV AREA! The new Stewart-Warner THUNDERBOLT Chassis has been *proved* 100% sound in design . . . *proved* far more powerful . . . *proved* as trouble-free as TV can be . . . in every TV area in the nation!



Underside of Chassis

**52% LESS CHANCE  
FOR TROUBLE!**

Without sacrificing a single essential component — Stewart-Warner's amazing new Unit-Assembled THUNDERBOLT Chassis has 52% less wiring . . . 47% fewer soldering connections. The result is a miracle of simplicity and compactness.

## Arguments That Sell

CONTINUED FROM PAGE 75

out in articles appearing in last month's issue, the cost today is a lot lower than many prospects think it is. The development of the pump type dishwasher, which permits a drain connection immediately under the crumb cup without expensive additional plumbing, and the portable unit have done much to cut installation costs. Records kept by one firm in Minneapolis show that while it may cost \$125 to install a pumpless model, \$60 is average for machines with pumps.

**Objection:** "I can't stand a sink full of dirty dishes."

**Argument:** She doesn't have to look at a sink of dirty dishes when she has a dishwasher, but she still doesn't have to wash them immediately. She can tuck them out of sight in the machine and turn it on whenever she pleases. Moreover, she can leave them in it after they are washed until she is ready to use them again—thus eliminating the chore of putting them away.

### More Arguments Than Objections

Just as there are a host of objections so are there a multitude of arguments to overcome them. Today one of the most easily counteracted objections is the plaint that dishwashers don't get dishes clean. Recent studies for Hotpoint and others prove conclusively that machine dishwashing leaves dishes far freer of disease carrying bacteria than the most careful hand job can accomplish.

There are even some arguments to which there can be no objections. For example, a salesman can take advantage of years of soap advertising and a woman's own vanity by emphasizing the point that with a dishwasher she will never have the problem of "dishpan hands"; her expensive manicures will never go down the sink drain.

And the last, final argument that will sell dishwashers better than anything else is to let the housewife try it herself. Once she has used one she won't give it up. *End*



"I CAN'T UNDERSTAND WHY ALL DEALERS DON'T CHARGE YOUR LOW, LOW PRICES"

**FIVE NEW Sensations**

**DOMINION**  
TRADE MARK

**Automatic STEAM and DRY IRON**  
USES TAP WATER

**Automatic Chrome COFFEE MAKER**

**Automatic THERMOSTATICALLY CONTROLLED HEATER**

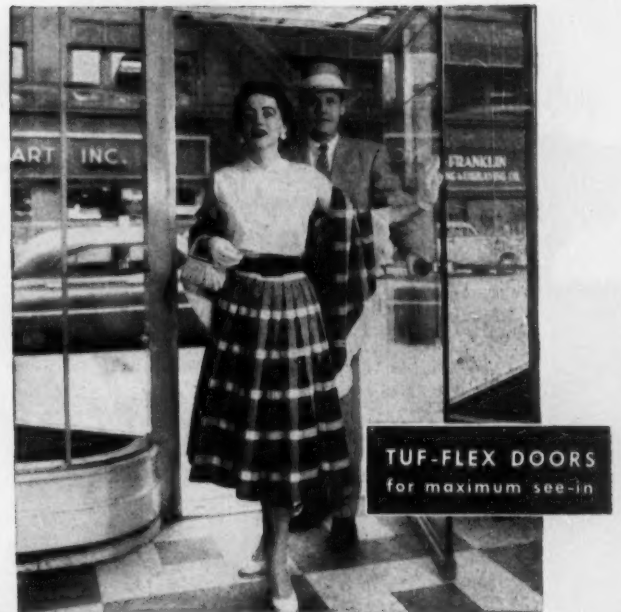
**Automatic FLAT IRON**

**TRAVEL IRON**  
WITH HEAT INDICATOR

DOMINION ELECTRIC CORP. • MANSFIELD, OHIO

**Nationally Advertised-**  
to presell a 60-million reader audience of quality and value-minded homemakers in LIFE - BETTER HOMES & GARDENS - LADIES' HOME JOURNAL and GOOD HOUSEKEEPING

# How to increase your sales volume 25% to 35%



Published reports indicate that a well-planned modernization program will increase volume 25% to 35%†.

Start with an L·O·F Visual Front. It makes your store look bigger and more modern. It's your best advertisement . . . it lets people *see more* of what you sell . . . *invites* them to buy. Remember, you have just 9 seconds to tempt a passerby inside—9 seconds to compete with the stores around you (that's how long it takes to walk past the average store).

Ask your local Libbey-Owens-Ford Glass Distributor to give you an estimate on a Visual Front.

He can put you in touch with local architects and contractors who specialize in storefront work. He knows local codes and conditions.

And he has this complete line of storefront materials:

1. L·O·F Polished Plate Glass.
2. *Thermopane*\* insulating glass to reduce steam and frost on windows in winter.
3. *Tuf-flex*\* Doors for unobstructed visibility.
4. Golden Plate to reduce fading of displayed merchandise.
5. *Vitrolite*\* glass paneling for exterior beauty.
6. Mirrors of L·O·F Polished Plate Glass to enlarge and brighten your store.

Mail the coupon for your free copy of our booklet on Visual Fronts, and for the name of your nearby L·O·F supplier. \*®

† According to a booklet written by Charles S. Telchin, architect and well-known store design specialist.

For a modern VISUAL **L·O·F** FRONT see your nearest

**LIBBEY · OWENS · FORD**  
GLASS DISTRIBUTOR

Libbey-Owens-Ford Glass Co.  
8083 Nicholas Building  
Toledo 3, Ohio

Send me your booklet on Visual Fronts and the name of the nearest L·O·F Distributor.

Name \_\_\_\_\_  
(Please Print Plainly)

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# One for the money!

Only the exclusive  
**Magic Chef**

GAS RANGE

"magic flame"  
**UNI-BURNER**

Gives you the gas  
cooking flexibility of  
a center "stay-warm"  
setting to a hot, fast  
flame in

**ONE light, easy  
to remove unit!**



*Sell this ONE easy way to faster easier top'o the range cooking  
and they'll buy MAGIC CHEF!*

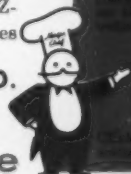
Here are the big new top burner benefits your customers have been looking for. Watch sales come faster and easier when you sell the efficiency and convenience of a COMPLETE heat cycle . . . plus the ONE light, easy to remove unit that lifts out and washes like a dish. No other range gives the quick cooking, the economy, the flavor-saving features, the easy-to-clean one piece unit of the "magic flame" UNI-BURNER on *Magic Chef*!

**Magic Chef features for cooking magic**

• "MAGIC-RAY" SWING OUT BROILER  
• RED WHEEL OVEN HEAT REGULATOR  
• "MAGIC OVEN-EYE" • "MAGIC FLAME"  
UNI-BURNER • "MAGIC-AIRE" DEODORIZ-  
ING LAMP PLUS many other additional features

**MAGIC CHEF, INC., ST. LOUIS 10, MO.**

**2 NEW!**  
**burners  
in ONE**



more women cook on *Magic Chef* than on any other range

# Sell 2 out of 3

WITH THE

of the 27 million  
gas ranges in use today  
18 million are outdated—  
2 out of 3 customers  
who enter your store  
are prospects for a  
modern range sale!

## Magic Chef

### "Change Your Range"

**FALL  
PROMOTION**



there's Sales Magic in

# 6

tie in-cash in

with these sales helps!

TELEVISION SPOTS

RADIO SPOTS

NEWSPAPER MATS

to tell prospects where to buy!

FEATURE FLASHER

range background display that's  
a sure-fire attention getter!

WINDOW BANNERS

that pull customers into your store

GIANT "Change  
your Range" PRICE TAGS

PLUS—a full selection of  
"OLD STOVE ROUND-UP" material

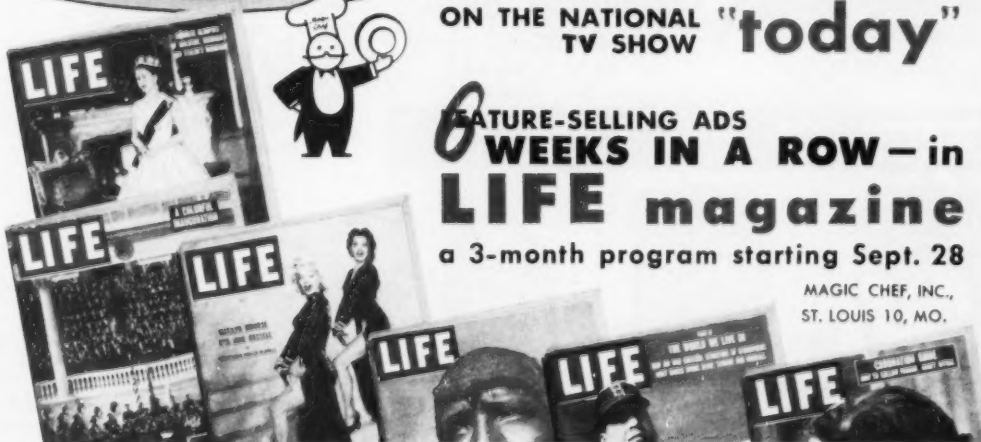


Magic Chef gives you  
the features AND the  
advertising to sell  
this market with...

FEATURE-SELLING DEMONSTRATIONS  
**8 WEEKS IN A ROW—by  
DAVE GARROWAY**  
ON THE NATIONAL TV SHOW "today"

FEATURE-SELLING ADS  
**8 WEEKS IN A ROW—in  
LIFE magazine**  
a 3-month program starting Sept. 28

MAGIC CHEF, INC.,  
ST. LOUIS 10, MO.





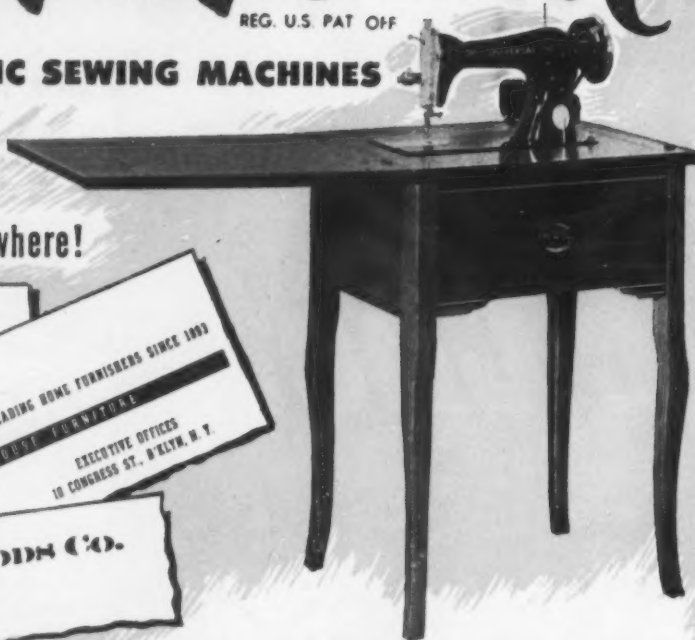
# SOLD Universal

REG. U.S. PAT. OFF.

**ELECTRIC SEWING MACHINES**



Sold by  
**Leading Dealers Everywhere!**



we find the best of everything at



**MICHAELS BROTHERS**

LEADING HOME FURNISHERS SINCE 1893

EXECUTIVE OFFICES  
18 CONGRESS ST., N.Y.C., N.Y.

**THE AKRON DRY GOODS CO.**  
AKRON 4, OHIO

**Big's Dept. Store**  
MEMPHIS, TENN.

**H. J. Lewis Co.**

842 SOUTH MAIN STREET  
LOS ANGELES 12, CALIF.  
T U C K E R 1-4-3-7  
CABLE ADDRESS  
S I W E L

**BENNETT BROTHERS, INC.**  
Diamonds, Watches, Jewelry, Silverware  
Fine Furs, Merchandise Distributors  
485 FIFTH AVENUE - NEW YORK 17, N.Y.

**GOODYEAR SERVICE STORES**  
A DIVISION OF THE GOODYEAR TIRE & RUBBER COMPANY, INC.



1500 - 12th Ave.  
Akron, Penna.

**THE BAILEY CO.**  
Cleveland, Ohio

**They MOVE F-A-S-T  
because they're  
GOOD VALUE!**

The UNIVERSAL Line offers you every-  
thing you want in a Sewing Machine:  
High markup... low cost... top qual-  
ity... proven performance... steady  
demand... AVAILABILITY.

Precision built throughout... the  
UNIVERSAL is made to last and out-  
last... to give a lifetime of satisfac-  
tory service.

Hundreds of thousands sold.

**Standard Sewing Equipment Corp.**

NEW YORK  
114 West 27th St.

CHICAGO  
1112 So. Wabash Ave.

UNIVERSAL SEWING MACHINES  
ARE ALSO AVAILABLE THROUGH

**W. W. GRAINGER, INC.**



WAREHOUSES IN ALL  
PRINCIPAL CITIES

*Cabinets of  
Unsurpassed  
Beauty and  
Smart Styling  
to Grace  
Any Home!*



No. 100  
Console



No. 300  
Queen Anne  
Console



Miami



Portable

## What Doctor Ordered

CONTINUED FROM PAGE 79

new power lines which go up in their territory. After new power users buy—usually in order—refrigerators, ranges and clothes washers or water heaters, they are ready prospects for the dishwasher, according to the Gainesville dealers. The appliance is rarely considered a luxury item any longer, even in the farming areas. The Maynards have had good success in carrying the dishwasher message even to very remote areas. And it won't be long, Alvin says, before that phrase "I've got what the doctor ordered" will be working its magic in the rural sections as well as the urban.

Maynard Brothers keeps three outside salesmen on the go at all times. Four or five new housing projects around the city have afforded them a fertile field for selling kitchen equipment. They've sold several appliances to contractors and builders, too. Yet 75 percent of their selling is done from the floor of the store.

"We've learned that the dishwasher pretty well sells itself, now that we've got it going. The trick was to get it selling," says Alvin Maynard. "The old idea of 'keeping up with the Jones' works today just as it always has. A great number of prospective buyers who come into the store tell us that they saw Mrs. So-and-so's dishwasher and would like to see one also.

### Home Economists Help

"Every once in a while, perhaps during a sales lag, we get one of the distributor's home economists to come up and put on a special dishwasher demonstration and clinic for us. At such times we go out and round up as many church and club groups as we can and bring them in for an hour or a two-hour meeting, with refreshments and prizes.

"We count service as a selling factor, too. Our service department is equipped to service anything we sell and our customers know that they can get prompt and guaranteed service at any time they want it. The department keeps two service men pretty busy."

The Maynard brothers have done well in selling other kitchen equipment as a natural extension of a dishwasher sale. They've found that disposal units, in particular, tie in handily with the dishwasher.

"The sale of dishwashers has heavily increased our sale of disposal units," says Maynard. "Most homeowners want full electric coverage and they will spend as much on their kitchen as on the rest of the house. The disposal unit goes along with the dishwasher like the dryer goes along with the washing machine, and it is not very hard to convince a dishwasher buyer that he needs a disposal unit also."

"To sum up, I'd say we are doing all right on dishwasher sales and it looks like we'll continue to do so—as long as we can bring the customer 'what the doctor ordered'." End

# CASCO DEALERS are "in the chips"...



... featuring the iron that's sweeping the country  
... cashing in with Casco's record campaign since January 1st.

and now...you'll do better than ever because

## CASCO steps up its huge \$1,000,000 CAMPAIGN

FOR THE PEAK SELLING MONTHS AHEAD



It's a Terrific Campaign  
with Spread-After-Spread, Page-After-Page in  
**8 TOP NATIONAL MAGAZINES**

**PLUS** a sensational  
**TIE-IN MERCHANDISING  
PROGRAM** for stores

**PLUS** a sound and effective  
**CO-OP ADVERTISING PLAN**  
for the dealer

### Uses ordinary water!

No Distilled Water To Buy ...  
Saves Your Customers up to \$15 a year!

**STEAMS LONGER!**  
No Stingy, Drop-at-a-time Steam Action

CASCO PRODUCTS CORP.  
BRIDGEPORT 2, CONNECTICUT

### Outstanding Quality Features Like These Make CASCO, The Iron With A Future

- STAINLESS STEEL CONSTRUCTION that means years of trouble-free service.
- LIFT-UP TOP FILLS FROM THE TAP — No funnels, cups or gadgets to fuss with.
- FIVE HEAT SELECTIONS FOR STEAM IRONING with correct sole plate temperature for every type fabric. Most steam irons have only 1 or 2.
- LIGHTWEIGHT, STREAMLINED, MODERN DESIGN that means tireless, effortless ironing hour after hour.
- CONVENIENT, "ANY POSITION" STEAMING not just flat on the ironing board.

This year alone ... there is a  
**\$35,000,000 PROFIT**

in the  
**BOOMING STEAM IRON MARKET!**  
RIDE WITH THE TIDE...AND  
GET A BIGGER SHARE with CASCO  
**ORDER NOW!** FROM YOUR  
WHOLESALE

\*Your wholesaler's salesman has all the details of Casco's walloping program for Fall, Christmas and Winter. Let him tell you about it without delay.

# **NOW!** The electric clock with



*Another first from Lux...*

**LUX**  
ELECTRIC  
*Calendar Clock*

the feature millions have wanted!

*America's only electric*  
**Calendar Clock**  
**\$9.95**  
CREATED TO RETAIL AT ONLY  
plus Federal tax

It took Lux — skilled for three generations in clock-making and famed for precision timers on America's finest home appliances — to bring you a *popular-priced* clock with *the feature that millions have wanted!* For this amazing new Lux product tells the Day, tells the Date and the Time — *automatically!* And it does all this for just \$9.95! Another first from LUX — creators of the world-famous Minute Minder!

Beautifully styled, superbly crafted, this new Lux Calendar Clock is color-keyed for every room in the house — and for offices, too! We are confident that this great new Lux product, with the feature millions have wanted, will enjoy a brilliant selling future!

**SPECIFICATIONS:** Lustrous polystyrene case in Metallic Bronze, Antique Yellow, Flame Red or Ice White. Raised polished brass numerals and hour dots on off-white background. Center panel and Calendar panel in "after-glow" grey. Size 6½" x 7¼". Packed 12 to a case.



THE LUX CLOCK MANUFACTURING COMPANY  
WATERBURY 20, CONNECTICUT



## Helping you get new customers is his business

The job of the Classified Telephone Directory representative is to show you exactly how the 'yellow pages' can prove helpful in expanding your business.

He knows a lot about people's shopping and buying habits in your town. He's also familiar with sound business-building ideas and he can offer many valuable suggestions for directing more customers to you.

His experience in helping others to promote their business can be profitable for you. A few minutes of your time will prove it. Call him today at the local telephone business office.

## Of Course They Want Dishwashers

CONTINUED FROM PAGE 81

modeled a home for a family ten years ago. When they start to build a new home, they tell their contractor that they want Cleveland Tile to put in their kitchen. We never solicit business from contractors, although we work with about 50 contractors here in Cleveland."

### New Kitchens or Old

"The gross from a new kitchen, although it varies from a \$1,000 to \$3,000 kitchen, or a remodeling job, is just about the same," Foster points out. "In a new home we don't have to include all the services. For example, we give the plastering, painting, floor covering, plumbing, electrical work at our cost in remodeling. All we do is trade dollars for dollars. We make our money on tile, cabinets, and appliances. In a new house, the plastering, electric work, or plumbing, is done by the contractor. We feel that these items are important in a remodeling job, and charge just what it cost us, but we also try to find out how much a person expects to spend."

One thing Dryer, or any of the salesmen, will do is ask the prospects if they are left- or right-handed when making the initial call. If the prospect asks "Why?" they say as matter-of-factly as possible: So we can put the dishwasher in the most convenient spot. Before that point, we don't even assume that they don't want it.

"It is really hard to separate the dishwasher from a kitchen, we think" says Dryer. "If they object to installing a dishwasher, we always tell them that it definitely enhances the resale value of their home if they move at a later date. Since we seldom sell the features of a dishwasher and just the need for it, this fits into our program of how it is an integral part of the home."

### How They Get Leads

Cleveland Tile has installed such a large number of kitchens, they can get just about all the new leads they need from former customers and their friends and neighbors. Dryer only runs one 18 inch ad (Sunday) a week. So they spend about \$1500 on advertising. He gets some leads from GE, from the Builders Exchange, Inc., and from walk-in traffic. But 50 percent of the people that walk in come because they heard of Cleveland Tile from a friend.

Sometime or other, each customer is brought into the display rooms to see the actual kitchens they have set-ups for. But the major selling job is in their home.

"The only thing we do during the day is make surveys of a kitchen job and supervise installations," Dryer concludes. "The feeling we have is that if a man is worth \$1 an hour in the daytime, his time is worth \$10 at night. That is because we need the husband to close the deal, even for a dishwasher. His wife is a lead and inspector. End



# THIS PROFIT-PACKED SALES CAMPAIGN!

...proves you can win the race for more space-heating dollars!



## GET READY



Send for this free profit-maker kit of sales ammunition. It's built around the attention-getting A-P Comfort Control Display and a powerhouse of sales-making mailers, stuffers, stickers and other proven merchandising aids. It has everything you need to create store traffic... and sell 'em too! And it's yours — free for the asking!

## GET SET



You can get several types of A-P Comfort Controls — to fit any oil space heater equipped with an A-P oil control valve. The A-P Comfort Control gives your customer all the comfort and convenience of automatic heat control — at minimum cost.

Make sure you're set for the big heating season ahead... and the big demand for dependable A-P Comfort Controls. That means having plenty of them in stock to fill orders.

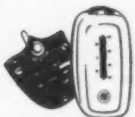


get your share  
of the big space heater accessory business

Use this most powerful of all A-P sales campaigns... and you'll automatically benefit from A-P's heavy national advertising support. This packs additional wallop that gives you a monthly barrage of over 51,320,604 sales messages that sell A-P automatic heating conveniences.

Smart dealers are taking advantage of the profit-packed punch of these free sales helps. They're perfect mates to the "years ahead" engineering and automatic conveniences of A-P Comfort Controls. Write today for full details.

And don't forget to push these winners too!



Electric conversion kit provides regular wall thermostat control for vaporizing oil-burner space heaters and furnaces. Complete with transformer and wire. Any owner can install.



Electric conversion kit for draft fan or circulating blower on heaters and furnaces. "On-off" or "on-slow speed" control. Provides simple wall thermostat control for fan-type heaters.



And look at this easy installation. Owner can attach control himself with an ordinary screwdriver. Only two screws to replace.

This new A-P Thermomatic Comfort Control will enable you to offer your space heater customers all the comfort and work-saving convenience of an automatic, built-in heating system — and for only \$12.95. It eliminates annoying temperature swings — works with the weatherman to maintain healthful, comfortable temperatures. And it cuts fuel bills — automatically!

\*In Canada, \$15.95, including Canadian tax



## A-P CONTROLS CORPORATION

2400 N. 32nd Street, Milwaukee 45, Wisconsin  
In Canada: A-P Controls Corp. Ltd., Cooksville, Ontario  
For Export: 13 E. 40th St., New York 16, N. Y., U.S.A.



**DEPENDABLE Controls**

for Air • Liquids • Gases • Refrigerants

# NEW

# Arvin

## 4 Screen Sizes 21 Cabinet Styles 40 MODELS TO CHOOSE FROM



with ALL the important improvements your customers will want ... by the pioneers of built-in one-knob all-channel tuning

Arvin commands the market—with all screen sizes—all the years-ahead features your customers will demand—all cabinet styles—and all prices from \$199.95 to \$699.95! Sell Arvin and you'll sell complete satisfaction!



**Model 7276CB-UHF**—for your customer who wants the absolute finest, regardless! Superbly crafted full-door white oak cabinet houses a 27-inch aluminized spherical picture tube, powered by the famous Arvin Super Custom Chassis, with built-in one-knob all-channel tuning to receive all 82 UHF and VHF channels. **\$699.95.**



**Model 7279CM-UHF**—27 inch screen; Super Custom Chassis; full-door console of imported mahogany. One-knob all-channel tuning **\$699.95.**



**Model 9240CB**—24 inch white oak console; Super Custom Chassis. An unbeatable value! All-channel tuning, \$519.95. Straight VHF, **\$469.95.**



**Model 9212MEA**—21-inch Early American console in solid rock maple with Super Custom Chassis. All-channel, \$529.95. Straight VHF, **\$479.95.**



**Model 9212CFP**—21-inch full-door French Provincial model in fine cherry. Super Custom Chassis. All-channel, \$529.95. Straight VHF, **\$479.95.**



**Model 9216CB**—21-inch screen in superb full-door console of white oak. Super Custom Chassis. All-channel, \$519.95. Straight VHF, **\$469.95.**



**Model 9219CM**—21-inch full-door console of hand-rubbed imported mahogany. Super Custom Chassis. All-channel, \$499.95. Straight VHF, **\$449.95.**



**Model 8215CM**—21-inch screen; beautiful African mahogany panels. Dual Power Jet Chassis. All-channel tuning, \$349.95. Straight VHF, **\$299.95.**



**Model 8211TB**—21-inch table model in lined oak. Table to match, extra. Dual Power Jet Chassis. All-channel, \$339.95. Straight VHF, **\$289.95.**



**Model 8211TM**—21-inch table model, mahogany veneer. Table, extra. Dual Power Jet Chassis. All-channel, \$329.95. Straight VHF, **\$279.95.**



**Model 8213TM**—21-inch table model, mahogany finish Marlite. Table extra. Dual Power Jet Chassis. All-channel, \$299.95. Straight VHF, **\$249.95.**



**Model 8171TM**—17-inch table model in mahogany finish. Base extra. Dual Power Jet Chassis. All-channel, \$279.95. Straight VHF, **\$229.95.**

### Nationally Advertised

Millions of readers will read about Arvin Years-Ahead TV in the Saturday Evening Post, Life, Better Homes & Gardens, Sunset, Country Gentleman, and Progressive Farmer. Make your local selling tie in with these dynamic ads!

*Years-ahead*

**TV**

**ALL-CHANNEL  
AND VHF**



**24"**

**Model 9240CM**—another supreme Arvin achievement for the top-quality trade, with 24-inch aluminized spherical picture tube and a world of surplus power in its Arvin Super Custom Chassis. The cabinet is rich with the beauty of genuine mahogany. With built-in one-knob all-channel tuning, \$499.95. Straight VHF, \$449.95.



**21"**

**Model 9210CM**—Stunningly beautiful in hand-rubbed mahogany finish with two-thirds doors. 21-inch cylindrical aluminized picture tube with plenty of power provided by the Arvin Super Custom Chassis. This is today's top value in a closed-face console. With all-channel tuning, \$449.95. Straight VHF, \$399.95.



**17"**

**Model 9179TM**—This is a natural traffic-builder, an amazing value! 17-inch glare-proof cylindrical picture tube; the sensational Arvin Dual Power Jet Chassis; a truly beautiful cabinet in mahogany finish Marlite. Table or console base to match at low extra cost. With all-channel tuning \$249.95. Straight VHF, \$199.95.



**Model 9210CB**—21-inch screen in lined oak console with two-thirds doors. Super Custom Chassis. All-channel, \$469.95. VHF, \$419.95.



**Model 9218CB**—21-inch screen in all the beauty of modern lined oak. Super Custom Chassis. All-channel, \$439.95. Straight VHF, \$389.95.



**Model 9218CM**—21-inch screen in smoothly rich mahogany console. Super Custom Chassis. All-channel tuning, \$419.95. Straight VHF, \$369.95.



**Model 9218CB**—21-inch screen in lined oak with dual power Jet Chassis. An outstanding value. All-channel, \$409.95. Straight VHF, \$359.95.



**Model 9218CM**—21-inch screen in hand-rubbed mahogany finish. Dual Power Jet Chassis. All-channel tuning, \$399.95. Straight VHF, \$339.95.



**Model 9218CB**—21-inch screen in lined oak finish of lustrous beauty. Dual Power Jet Chassis. All-channel tuning, \$369.95. Straight VHF, \$319.95.

*All prices are suggested retail for Zone 1 and include federal tax and warranty*

**Sell not one, not two, not three—but ALL these advantages!**

Most makes of television will feature some of the newest improvements. Most well-informed prospects will want them ALL! With Arvin TV you can meet that demand with ALL FIVE most-wanted advancements:

**1 Built-in one-knob all-channel tuning** . . . Arvin pioneered it, now vastly improves it for finest reception of all 82 VHF and UHF channels! UHF and VHF antennas built in.

**2 Automatic stabilization to prevent picture flop-over** . . . Arvin's Electronic Stabilizer checks all types of interference—assures a rock-steady picture that "stays put."

**3 Automatic contrast control** . . . Arvin's Robot Compensator adjusts automatically for strong or weak station signals, maintains contrast as your customers want it.

**4 Maximum picture power** . . . Arvin's 18,000 volts, with aluminized picture tube in most models, give a sharper, more brilliant picture—never a gray, fuzzy image.

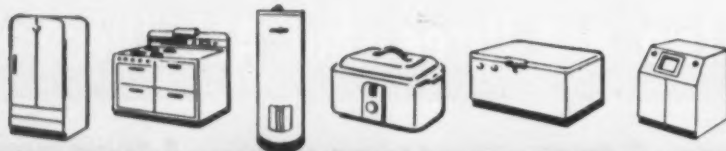
**5 Finest picture detail, noise-free sound** . . . Arvin's new High Fidelity Interlace assures "front row" realism.

**Radio and Television Division, ARVIN INDUSTRIES, Inc., Columbus, Ind.**

“Remember...if it's  
FIBERGLAS-insulated,  
that's a  
good sign of quality!”



EVERY WEEK, FIBERGLAS\* PRODUCTS ARE ADVERTISED  
TO MILLIONS ON “ARTHUR GODFREY TIME”  
CBS Television and Radio



Now more than ever,  
A swell feature to have...  
A swell feature to sell...

**OWENS-CORNING FIBERGLAS CORPORATION**  
Dept. 104-H Toledo 1, Ohio

\*Fiberglas is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for a variety of products made of or with fibers of glass.

## There's A Market

—CONTINUED FROM PAGE 83—

of materials, rather than lack of public acceptance. It is safe to observe, however, that none of these models had a well-planned long term advertising, marketing and promotional plan required for successfully marketing of such specialty items.

### 1953 Non-Electric Dishwashers

Today, in the non-electric dishwasher field there are four faucet-type models: Dishmaster, Osrow Quik-Suds, Bloch Hydro-Spray and Spray-Matic. In addition there is Dishmaid, the only cabinet-type model, and a plastic detergent holder with brush attachment called Squeeze'n'Wash.

The Dishmaster is a chrome device consisting of a tank to hold and mix the detergent, a flexible hose, a sprayer handle with a nylon brush for washing dishes and glasses, and a wire brush for pots and pans. A swinging spout, with diverter valve at rear, is also included for normal use of water when not washing dishes.

The Dishmaster is designed to permanently replace existing faucets on sinks, and is available for wall or table-type faucet installations. A minor installation job is required.

A push-button on the spray handle gives finger-tip control for a choice of aerated suds or for a clear rinse spray.

A teaspoonful of liquid or powder detergent such as Glim (not soap) is said to do a whole day's dishes. The retail price is \$49.50, and it is manufactured by Gerity-Michigan Corp., Toledo, Ohio.

Osrow Quik-Suds is a faucet-type dishwasher which recently won a Good Design award from the Museum of Modern Art, New York City. It is supplied with a Staz-On connector-strainer that is permanently fitted to the faucet. The dishwasher hose is easily connected to or removed from the faucet with this connector. An insulated, plastic handle contains a detergent chamber that holds a tablespoon of detergent—Glim, Joy, Vel, Dreft, Tide or Swirl are recommended, and a push-button on the handle creates an immediate foaming spray of suds. Release of the button produces a hot clear spray rinse. Two brushes are supplied—a nylon brush for dishes, glasses etc., and a fibre brush for pots and pans. A wall bracket is also included for storing the dishwasher when not in use. It retails for \$7.95, and is made by Osrow Products Co., Inc., Queens Village 29, N. Y.

Block Hydro-Spray is a faucet-type dishwashing attachment for ledge type sink fixtures and is built with a tough, round brush, squeeze type lever grip to control water volume, and a screw-in dispenser which holds sufficient detergent for 2-days use. Pressing a red button under dispenser automatically releases detergent as needed. It is available with all Bloch Ledge type sink fixtures or sold separately. Its  
(Continued on Page 120)



# WOW!

VACUUM  
APPLIANCES

... they come

... they look

... they buy

# get lined up now with

Here's the most effective washing principle known today . . . **Agiflow Action.** Correctly-designed agitator creates lively, "busy-as-a-bee" water action to loosen and remove every speck of dirt from the garments.

**Flexibility** is another Whirlpool feature. You can wash as you wish . . . repeat or omit any part of the automatic washing cycle to fulfill any special requirements.

Don't throw money down the drain. Use the hot, sudsy water for two, three or more loads of clothes. You'll save on the cost of hot water and soap or detergent. And, of all automatics, only Whirlpool has this great economy feature . . . **Suds-Miser.**

You'll have the cleanest clothes in town with this Whirlpool. Thorough rinsing is just as important as thorough washing to get clothes really clean. Remember . . . Whirlpool gives thorough rinsing because it, alone, has **Seven Rinses.**

Look at this large capacity tub. It will take easily a **Big, 8-Lb. Load** of clothes and wash them superbly clean. Only a Whirlpool-built automatic has this large capacity in such a small, exterior-size washer.

Whirlpool gives you automatically a choice of water at the correct temperature for every material and delicate fabric. **Three-Temperature** water selector controls the water at hot, medium and warm.

Whirlpool is a real **Space-Saver.** It does the biggest of washings for the largest of families yet occupies a floor space of only 24¼" wide by 24¾" deep.

Space is a problem in your home? Here's the answer . . . **Roll-Away Washing.** Free-rolling casters are available on this Whirlpool so you can store it, when not in use, anywhere in your home. On washdays, you roll it out to a convenient work space . . . then, when washing is done, you roll it away to storage.



# the 12 greatest features in washing

FOUND ONLY IN THE **New**

## Whirlpool FULLY-AUTOMATIC

### Deluxe

### WASHER

With Whirlpool, all the work is taken out of your washdays because this washer is **Fully Automatic**. It fills with water at the correct temperature to the proper level, washes, rinses, spins clothes damp dry, then shuts off . . . and it's all done automatically.

Whirlpool's **Beauty** will be a joy forever in your home. Gleaming white Lifecoat finish baked on Bonderite steel protects against rust and never discolors with age.



In every detail, Whirlpool is today's finest-designed and best-built automatic to give years and years of wonderful operation. As an example, the operating mechanism (sealed-in transmission) carries a **5-Year Warranty** by Whirlpool Corporation.

If you want to wash **Partial Loads** . . . it's a cinch with Whirlpool. You can control the amount of water and operating time to suit any clothes load.



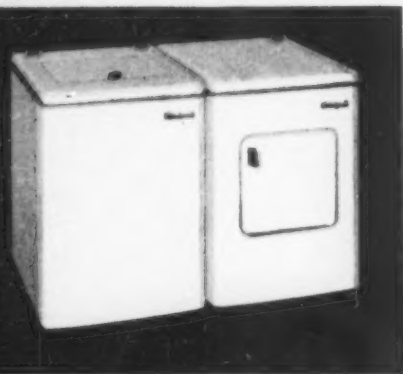
. . . and, remember, this is the **lowest-priced** Deluxe Fully-Automatic on the market today . . . and it's available for immediate delivery!

RETAILMENT OF A RETURN OF MONEY  
Guaranteed by  
Good Housekeeping  
DO NOT AS ADVERTISED THEREIN

# Whirlpool

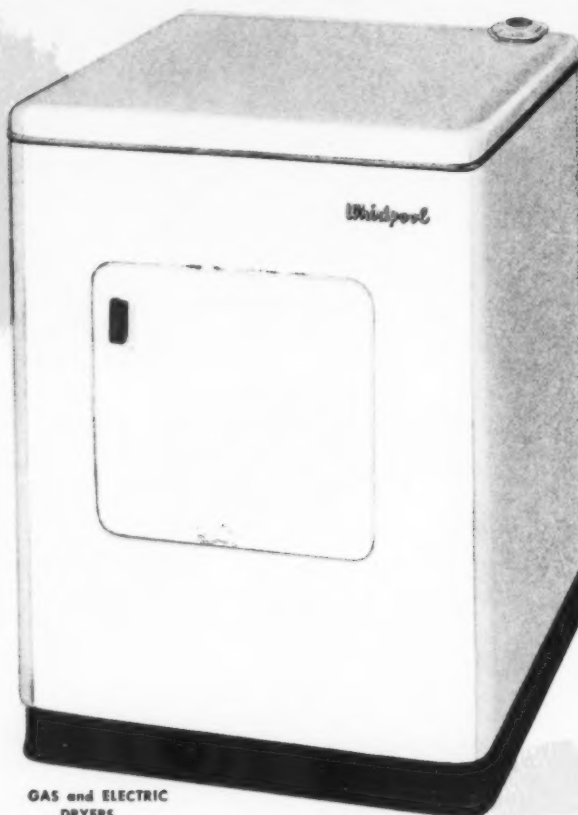
## AUTOMATIC DRYER

has everything it takes to  
increase your sales and profits!



### HERE'S AN EXCLUSIVE, POWERFUL SALES FEATURE

The new Whirlpool perfectly-mated, fully-automatic washer and dryer will wash and dry faster in small space at less cost! Time is saved by drying one load of clothes while another is being washed.

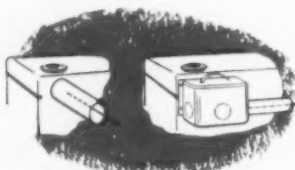


GAS and ELECTRIC  
DRYERS

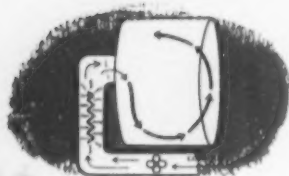
### look at these dryer features



**Thermo-Flow Action**... scientifically controls the circulation of air through the drum to give higher drying efficiency for greater economy of operation and faster drying.



**Forced-Flo Venting**... eliminates all lint and moisture problems. Two types of venting to the outside are available to satisfy any installation. Each is installed easily.



**Tempered Heat**... dries clothes with controlled breeze-blown warmth which is safer for garments and delicate fabrics. Clothes are never exposed to direct radiation from flame-high temperatures of heating element in dryer.



**Portability**... free-rolling casters available for electric dryer. Roll it to any convenient spot to dry... then, when drying is done, roll it out of the way for storage anywhere in the house.

**PLUS**... Small size—only 24¼" wide by 24¾" deep; Full-size, 8-lb. capacity; Forced-Flo exhaust for increased efficiency; Satin-Smooth drying drum; Easy-to-clean lint trap; Convenient timer dial; Lifecoat finish for lifetime beauty; Flexflyte dryer duct for simple economical venting.



**Whirlpool** has a  
complete package of **TERRIFIC  
PROMOTIONS** and increased  
**ADVERTISING** to help you get  
**BIG VOLUME SALES**

See Your Distributor Today

**EXTRA**

### SUMMER SELL-UP PROGRAM

... a new sales producing  
merchandising plan for you.  
Hurry... call your distributor...  
program ends August 31, 1953

**WHIRLPOOL CORPORATION,**  
St. Joseph, Michigan

Clyde, Ohio • LaPorte, Indiana  
IN CANADA: John Inglis, Ltd., Toronto, Ontario



Supreme Automatic  
Washer and Dryer



Deluxe Automatic  
Washer and Dryer



Standard  
Automatic Washer



Wringer  
Washer

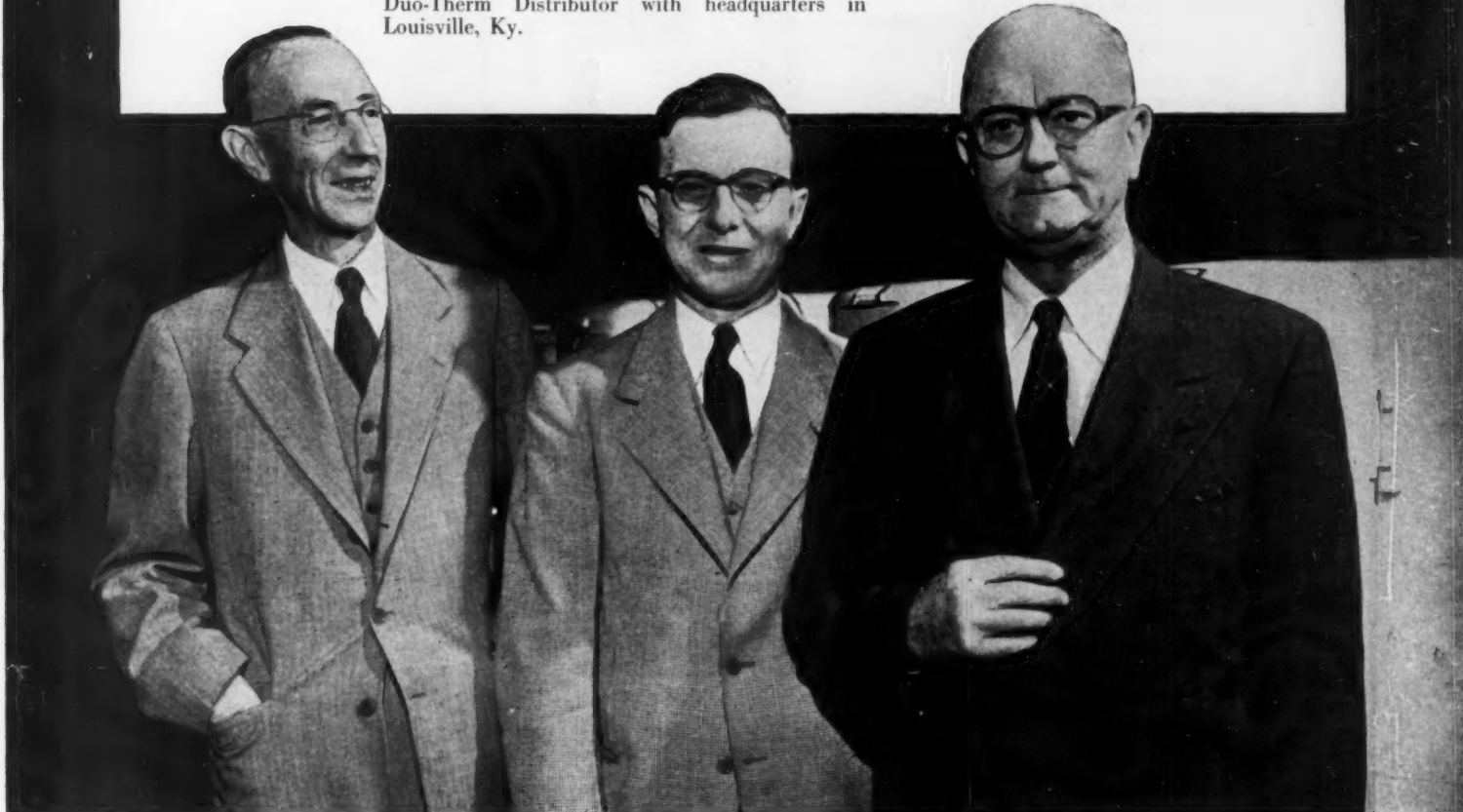


Ironer

**WORLD'S LARGEST MANUFACTURER OF WASHERS, DRYERS and IRONERS**

*"Commercial Credit Plan becoming increasingly more important to both distributor and dealer"*

SAYS MR. S. J. RAPIER, President of the Cooper-Louisville Company, promotion-minded Crosley-Duo-Therm Distributor with headquarters in Louisville, Ky.



MR. RAPIER, President

MR. M. M. SCOTT, General Manager

MR. H. O. THOMAS, Secretary-Treasurer

A COMMERCIAL CREDIT PLAN user since 1936, Cooper-Louisville Company is currently promoting the use of COMMERCIAL CREDIT facilities in every way possible. Commenting on the features of the plan he felt most important to their dealers, Mr. Rapier said:

"THE COMMERCIAL CREDIT PLAN provides adequate financing from the time of dealer's purchases until the last installments are paid by his customers . . . puts the dealer's business substantially on a cash basis. Permits dealer to

devote larger percentage of his time to sales . . . where his profit lies. Wholesale floor plan and merchandising helps are excellent."

These same benefits are also available to every COMMERCIAL CREDIT PLAN dealer. So take a tip from Mr. Rapier and make COMMERCIAL CREDIT PLAN your financing plan, too. Get the complete story from your nearest COMMERCIAL CREDIT office. And when you call or write, ask for a copy of "Buy and Sell with Sound Financing."

***More appliance dealers use Commercial Credit financing than any other national plan***



**COMMERCIAL  
CREDIT  
CORPORATION**

A service offered through subsidiaries of Commercial Credit Company, Baltimore  
... Capital and Surplus over \$135,000,000  
... offices in principal cities of the United States and Canada.



*Write Today*

**FOR OUR BIG AUGUST PROMOTION . . .  
IT COULD DOUBLE YOUR WASHER SALES!**

This is the first of a series of fall-winter, high-profit, low cost, sales boosting promotions for WOMAN'S FRIEND DEALERS.

*over* **42%**  
**PROFIT**  
(AFTER FREIGHT)

Actually, through our direct to dealer sales plan, this can mean as much as 45% gross profit to you (after freight) based on suggested list prices, on our most popular models — the REGENT, Model 53 RPT, and the GIANT, Model 53 KPT.

The style and appeal of these smart-looking, fine quality washers give you real selling ammo. But what the prospects like to hear, too, is that Woman's Friend Washers have been doing washings faithfully for half a century. They've been proven in the home. "Fewer service calls — more satisfaction" has been characteristic of these washers for fifty years.

The beauty of this situation is that you stay with real quality and still hold onto the higher than average margin. Write for more information.

See the complete line of Woman's Friend Washers at New York Showroom, 206 Lexington Ave. — Chicago Display, Furniture Mart.

*Woman's Friend*  
**WASHERS**

FINDLAY, OHIO

Over Half a Century Building Good Washers

## There's A Market

—CONTINUED FROM PAGE 114—

price ranges in the neighborhood of \$12.25, and it is made by The Bloch Brass Co., Cleveland 3, Ohio.

Spray-Matic (not yet in national distribution) features a special, super-concentrated Spray-Matic detergent cylindrical block which should last for about 15 dishwashings or approximately one week. The Spramatic block in plastic container is inserted in a plastic holder which is connected to faucet with a hose. Another hose extends from holder to spray nozzle used to wash dishes placed in dish rack in sink. Plastic container head has a dial top for selecting rinse, suds for varying degrees of water temperature and hardness. When finished, snap-on hose can be disconnected from faucet, both hoses emptied and placed in mounting bracket also supplied with kit. Made by Atlantic Chemical & Equipment Co., Atlanta, Ga.

Dishmaid, is a water-powered, floor-cabinet type dishwasher. It requires plumbing installation; operates on the principle of high pressure jet agitation; designed for building into a countertop adjoining sink so that water supply and drain connections of sink can be used. Jet action causes dish-basket which is loaded with dishes, to revolve from 12 rpm at start of cycle to 15 rpm when unit is half full of water. When unit is full to overflow the basket revolves at 8 rpm. Unit fills in 6 min-10 secs. Washing action is said to be equivalent to a flow of 1 gal. per minute.

Squeeze 'n' Wash is a plastic detergent holder with a Fuller nylon brush. Brush head is removed to fill dispenser with water and detergent. A squeeze of unbreakable polyethylene transparent dispenser with neoprene valve-diaphragm produces suds. Priced at \$1.95. Made by Anor Products Co., Inc., Chicago 40, Ill.

### The Market

Non-automatic dishwasher sales records are difficult to assemble. However, with no effort we can easily account for faucet-type dishwasher sales of well over the 1-million mark in five years 1947-1952.

Figures available show 1947 sales totaling a little over 10,000. Each year thereafter volume at least doubled the previous year's sales. Because of materials cutbacks, 1952, however, ran a little short of this record, (20% increase over 1951).

Homes not owning automatic dishwashers are reported to be the best market, although one maker reports good volume going into homes with automatics.

Department stores with large housewares departments and specialty houses are considered the best outlets. Metropolitan areas account for greatest volume. Many new apartment houses are said to be installing faucet-type dishwashers as standard equipment. California and the eastern seaboard are the best trading areas with the Midwest a close runner-up.



## G-E MOTORS CAN HELP MOVE APPLIANCES FASTER

Right now this motor is being built into a room air conditioning unit . . . tomorrow it will help you sell the finished product.

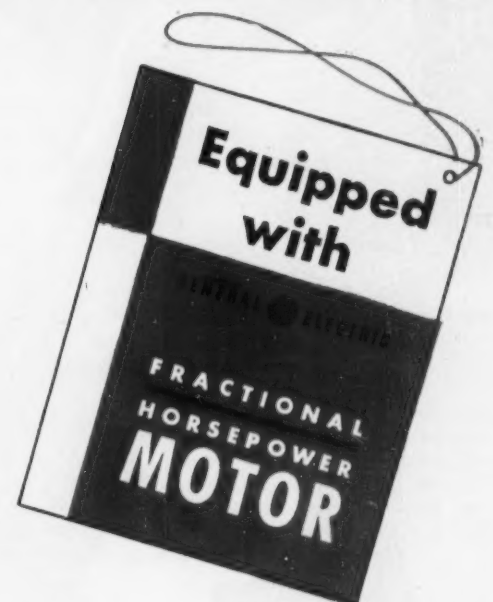
For this is a General Electric shaded pole motor specifically designed for use in window fans, furnace fans, air conditioning units and similar equipment.


This motor has lifetime lubrication . . . never requires the user to add oil. It runs quietly . . . turn it on day or night, the special motor construction reduces bother-

some noise to a minimum.

And, as a "stopper" for those customers of yours who just like to look around, this tag—"Equipped with General Electric Fractional-horsepower Motor"—tells them that you take pride in handling quality products with quality components. There's a lot of preselling behind every G-E motor . . . that's why it's smart to take advantage of G-E equipped products. General Electric Co., Schenectady 5, N. Y.

704-4



*You can put your confidence in—*  
**GENERAL  ELECTRIC**



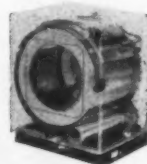
## Care to give the lady a lift?

**A** MAN WE KNOW—good at figures—doped out that it takes as much energy to hang up a week's wash as it does to lift a ton of coal ten feet. That's tough on a gal's figure. Give her a lift, and make a profit doing it. Just sell her an automatic dryer with the Lovell Drying System. That takes very little energy when you tell her about the Lovell Drying System features below.

1. Thermostatic Dial Control provides:
  - (a) Automatic shut-off at desired dryness.
  - (b) Complete heat range for any fabric.
2. Vacuum Drying System preheats air, has highest hourly drying rate, costs less to operate, reduces lint accumulation.
3. New Extra-large Infrared Element has three times more heating area, purifies clothes, dries them more gently.
4. Easy-to-unload Door is extra large, opens all the way. Gives full visibility.
5. Air-cooled Cabinet allows easy access for cleaning.
6. Easy-to-clean Lint Trap.
7. Lint Trap Safety By-pass prevents clogging if user fails to empty trap.
8. Outdoor Humidity Vent can be easily connected at rear.
9. Handy Clean-out Duct to remove sand and small objects.

The Lovell Drying System is used in 17 leading makes of tumble-type dryers, both gas and electric. Lovell Mfg. Co., Erie, Pa. Also makers of famous Lovell Pressure Cleansing Wringers.

**America's newest  
household blessing**



**DRYING SYSTEM**  
ELECTRIC and GAS

(Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer — and that the combination costs less than she thinks!)

# NEW PRODUCTS



ANNA A. NOONE



## PHILCO Range

Philco Corp.,  
Philadelphia, 34, Pa.

Model: Philco 30-in. range No. 345.

**Selling Features:** Surface units arranged in L-shape to give same width work surface as 40-in. range; no-drip edge at front platform; deluxe broiler pan; "broil-under-glass" broiler; range top floodlight; easy set thermostat with warm position; full-width storage drawer; surface unit and oven light indicator on control panel; 3 1450-watt 6-in. surface units and one 2100-watt 8-in., all with super-speed cooking heat; appliance outlet; oven 23x16x18 in.



## HAMILTON Automatic Washer

Hamilton Mfg. Co.,  
Two Rivers, Wis.

Device: Hamilton automatic washer.

**Selling Features:** Selecta-Cycle automatic control; a press on the button at full position is all that is needed, all remaining operations in wash cycle start and stop automatically on a pre-determined timetable; for special washing jobs any part of cycle can be skipped, shortened or repeated by simple adjustments of button control; 4-vane, non-metallic agitator produces water currents

which spread each piece of clothing out evenly circulates it from top to bottom and slowly around the agitator; Fresh-Flo deep rinse portion of rinsing action takes place in a continuous flow of clean rinse water which eliminates soil re-depositing; hot and warm settings on water temperature selector affect washing water temperature only; rinse water is pre-set at warm, when set at hot, total water consumption is 11 gal. hot water and 23½ gal. warm; total cycle time 32½ min.



## THOR Built-In Range Units

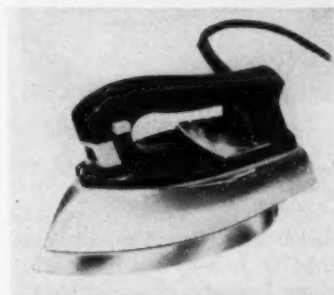
Thor Corp.,  
2115 S. 54th Ave.,  
Chicago, 50, Ill.

Device: Thor Built-In range with separate oven and surface burner units for installation anywhere in kitchen cabinet arrangement.

**Selling Features:** Automatic oven, 17x17x20 in. interior dimensions, can be installed at eye level available with white, silver, copper or gold trim; Minute-Minder signal bell; timer clock; temperature control; 3000 watt broiler element; equipped with Broil-R-Roaster rack. Surface units available in 2-



burner and 4-burner clusters of T & K stainless steel, 1250-watts, 6-in. units; 2-burner units available in gray or gold or white; a custom-built 4-burner stainless steel top with a backsplash is also available.



## UNIVERSAL Steam Iron

Landers, Frary & Clark,  
New Britain, Conn.

Device: New Universal Steam-N-Dry iron.

**Selling Features:** Jiffy switch switches iron instantly from steam to dry; weighs 3½ lbs.; steams for nearly an hr. on 8 oz. water; indicator-window shows steam or dry setting; automatic heel-rest shut-off conserves steam; right-or left-hand 8-ft. cord; wrinkle proof heel; 32 sq. in. soleplate; all-fabric heat control; plastic handle with dual thumb rests; all-around bevel; instant steam generator with self-cleaning valve; 1100 fast-heat unit.



## PRESTO Coffeemaker

National Presto Industries, Inc.,  
Eau Claire, Wis.

Device: Presto automatic coffee-maker.

**Selling Features:** Utilizes 2 heating elements and thermostats to complete its brewing cycle in 12-min.; features a special "thermatrol" unit to boost temperature of water in special chamber below perk tube, hastening percolating action and permitting rapid brewing of coffee without bringing water to a boil.

Another thermostatically activated element and timer controls perking time, temperature, flavor, and keeps brewed coffee at serving temperature; selector dial permits

choice of 5 flavor settings from mild to strong with brewing time not affected by strength selected; 2 elements use 1000 watts.

Other features include a lid that locks into basket and perk tube assembly, permitting basket to be withdrawn by lifting cover; heat-protected handle fits any hand; interior cup level markings; pilot light stays on during brewing cycle and turns off when coffee is ready to serve; heavy chrome on copper.

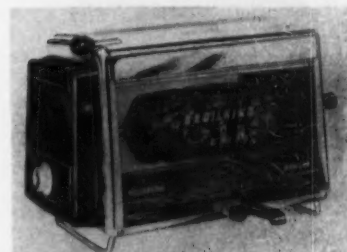


## G-E Blanket

General Electric Co.,  
Bridgeport, Conn.

Device: G-E custom-contoured automatic blanket.

**Selling features:** Bottom corners are contoured in mattress-fitting style to make bed-making simpler; bed-side control has been modernized, finished in acetate satin binding; features include present G-E "sleep guard" line, and is available in same 6 colors in twin-bed, 1-control, double-bed 1-control and double-bed 2-control models.



## BROIL KING Broiler-Rotisserie

International Appliance Corp.,  
222 Fifth Ave.,  
New York, N. Y.

Device: Broil-King broiler-rotisserie.

**Selling Features:** Two new improvements: Monomatic control—a single dial automatically starts and stops motor, element, pilot and timing cycle; and a pilot light indicates unit is in operation.



### BENDIX Refrigerator

Bendix Home Appliances,  
Div. Avco Mfg. Corp.,  
South Bend, Ind.

Model: Bendix new price leader 11-ft. refrigerator.

**Selling Features:** Has 10.5 cu. ft. NEMA capacity; full width freezer chest, color styling, flexible shelving, door shelving and manual defrost; adjustable shelving; butter compartment; 2 crispers and a frozen storage tray.

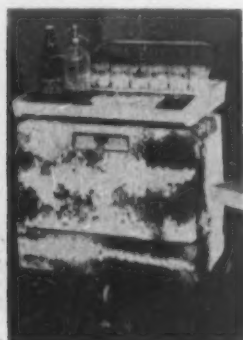


### SERVEL Freezer

Servel, Inc.,  
119 N. Morton Ave.,  
Evansville, Ind.

Model: Servel upright freezer with nearly 22 cu. ft. storage.

**Selling Features:** Top-of-line addition to previously announced 11 and 15-ft. vertical freezer and balancing the 9, 15 and 22 ft. horizontal chest-type models. Servel food purchase plan will also apply to new model.



### SERVEL Wonderbars

Servel Inc.,  
119 N. Norton Ave.,  
Evansville, Ind.

Device: Servel deluxe Wonderbar refrigerator.

**Selling Features:** Covered in spotted calfskin and luggage leather; produced in limited quantities for luxury market; standard models have plastic cabinets finished in mahogany, blond or white.

## NEW PRODUCTS



### PERFECTION Range

Perfection Stove Co.,  
7609 Platt Ave.,  
Cleveland, 4, O.

Model: Perfection "Tuxedo" top range No. L-305-TA.

**Selling Features:** 36 in. model has divided top; 4 double-coil Chromalox surface units, one of which is raised from deep well by 6-qt. auto-lift cooker; one speedy, high power unit and 3 ranging from 1200 to 2100 watts; black top; built-in streamlined surface lamp in control panel has 15-watt fluorescent bulb; automatic banquet-size oven has easy-to-remove bake and broil units; satin black porcelain interior with removable racks for easy cleaning; 2 roomy drawers and large storage compartment to left of oven for utensil storage; front and sides in white titanium porcelain enamel; chrome handles.



### G-E Clocks

General Electric Co.  
Clock Dept.,  
Bridgeport, Conn.

Models: 5 new kitchen and alarm clock models—Wink, Boudoir, Brite-Dial, Jackstraw and Partner.

**Selling Features:** Wink and Boudoir alarms are available in color—Wink in pink only and Boudoir, a luminous alarm in 4 colors: blue, pink, antique white and green.

Brite-Dial, illuminated alarm features new light intensity control which turns from bright (night-light intensity) to off.

Jackstraw, kitchen clock patterned after Congoleum-Naim linoleum pattern of same name; red, green and blue.

Partner, gold color metal case, luminous alarm for use in bedroom, living room or den.



### ROTO-BROIL Rotisserie Broiler

Roto-Broil Corp. of America,  
Long Island City, N. Y.

Device: Roto-Broil 400 Riviera infra-red rotisserie broiler.

**Selling Features:** An all-glass spatter shield drops down and slides under the broiler into its own concealed compartment; automatic bell-ringing timer signals and shuts off broiler at completion of cooking period; super-powered motor for turning broiler's barbecue spit; 3-heat element switch; a skewer barbecue spit for fowl and roasts; a barbecue grill spit for frankfurters, hamburgers; and 5 adjustable heating levels within unit.

Cooks 7-ways, barbecues, roasts, broils, toasts, grills, fries, boils; top grill comes equipped with removable handle and stainless steel cover; broiler pan has a folding handle and a wire grill; operates on a.c. only.



### HARDERFreez Freezers

HARDERFreez Div.  
Tyler Fixture Corp.,  
Niles, Mich.

Models: 2 Golden Leisure upright freezers with double doors in 25 and 35 cu. ft. sizes.

**Selling Features:** HU-25G holds 875 lbs. food; 2 stationary aluminum shelves, 1 triple section, removable wire shelf; all shelves trimmed in gold; hermetically sealed  $\frac{1}{4}$  h.p. compressor with static condenser for quiet, fanless operation.

HU-35G holds 1225 lbs. food; 3 stationary aluminum shelves and a triple-section, removable wire shelf; all gold trimmed; hermetically sealed,  $\frac{1}{4}$  h.p. compressor with forced air condenser.

Both models have Fiberglas insulation; Touch-Dial temperature

control; continuous burning warning light in freezer front; removable guard rails; portable "pie-tainer" for baked goods; "packaging pantry" below door for wrapping materials; "Jiffi-juice racks" in right door liner; "chalk-up chart" on right door liner shows contents; gold picture frame design; white baked-on enamel finish; blue gasket; gold and blue trim; chrome-plated hardware; key-locking device available.



### BARTON Automatic Washer

The Barton Corp.,  
West Bend, Wis.

Device: Barton automatic washer No. B-100.

**Selling Features:** 9 lbs. dry capacity; completely automatic—fills, washes, rinses, damp dries; automatic fill regardless of water pressure; 4-vane Bakelite agitator; flexible cycle, can be lengthened, shortened, repeated, skipped or stopped at any time; no bolting to floor; deep power rinse and 3 spray rinses; power for spin operation transmitted through fluid coupling; cycle time can be varied from 15 to 31 minutes depending on washing time selected.



### RITZ Rotisserie-Broiler

Marlun Mfg. Co.,  
Woodside, L. I., N. Y.

Device: Ritz Black Angus "Magic Touch" Miracle No. 777 "push-button" rotisserie-broiler, grill and baker.

**Selling Features:** 9 lbs. dry capacity; barbecues, broils, roasts, grills, bakes, fries, boils, toasts; automatic timer up to 2 hrs.; bell rings when ready; special "heat pocket" concentrates heat—speeds cooking; features include 3-way heat control; family-size grill; adjustable-height oven; streamlined design; hinged removable top; Bakelite handle; glass splatter door; triple-plated double-wall insulation; air-cooled heavy-duty motor; motorized spit has adjustable plated skewers; 110-120 volts; a.c. only.

# NEW PRODUCTS



## THOR Automatic Washers

Thor Corp.,  
2115 So. 54th Ave.,  
Chicago, 50, Ill.

**Model:** Thor redesigned automatic washer.

**Selling Features:** Lefthand dial operates the automatic fill, controlling amount and temperature of the water; lengthening of filling time to compensate for low water pressure is automatic; righthand dial automatically controls washing time, rinsing and spin-dry cycle; any phase of cycle can be repeated or eliminated by depressing dial and turning clockwise to phase desired and raising dial; white baked enamel outer cabinet with grey recessed toe base; 16-in. top opening for easy loading and unloading; no special installation required—washing is automatically timed for from one to 12 min.; new clutch design provides slow acceleration to top speed spin, eliminating vibration; 8 lbs. capacity 11 gal. water; built-in water and soap saver provided at no extra cost; 36 in. high, 25 in. wide.



## ABC Dryer

Altorfer Bros. Co.,  
Peoria, Ill.

**Model:** ABC electric dryer No. A.

**Selling Features:** Jet-Aire drying accomplished by Jet-Aire venting fan which provides 2-way venting at rear or the right side of dryer; single dial control automatically starts drying operation; drying time can be set for 5 to 120 min.; last 5-min. with heat off; drum automatically stops when door is opened and heat element is cut off; a lamp remains lit for visibility; large 1-piece cast aluminum door has latch type lock; top lid is hinged for easy access to thermostat control heating elements and wiring.

Uses a vacuum or suction system for ample flow of air in dryer; air is drawn across element and through the clothes, absorbing and carrying

away moisture from clothes; large, porcelain perforated drying drum; fine mesh lint trap placed ahead of suction fan so that lint is removed from moist air current before it reaches suction fan, preventing clogging, 8 lbs. dry weight capacity; drying cycle: damp dry 20 to 35 min.; fully dry 35 to 45 min. depending on type of fabric and moisture content; thermostat provides drying temperature for low safe heat from 140 to 152 deg. F.; safety thermostat is provided at top of venting fan for maintaining even temperatures in drying compartment; on a 230-volt hookup the wattage is 4400; on a 115 volt 2-wire hookup the wattage is 1300;  $\frac{1}{2}$  h.p. motor has 1750 rpm.; cabinet has base coating of Epon with a special ABC heat applied enamel.



## UNIVERSAL Coffeemakers

Landers, Frary & Clark,  
New Britain, Conn.

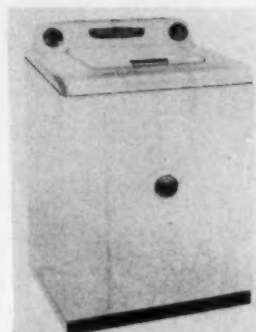
**Models:** New line of Universal Coffeemakers includes 2 Coffeemats and 2 automatic percolators.

**Selling Features:** Coffeemats include a Golden Jubilee 10-cup model and an 8-cup model. Golden Jubilee model has a new high-speed percolating development, which with the cold-water pump makes coffee fast; restyled inside and out; features include Flavor-Selector, Redi-Lite; new recessed pump-well; new cup markings.

Companion to Golden Jubilee model is the 8-cup Coffeematic which makes from 4 to 8 cups of coffee; has all Coffeematic features.



The four and 6-cup automatic coffeemakers with new exterior design, feature a non-drip spout, balanced handle, cold water pump, spreader plate and filter basket; all chrome finished over copper.



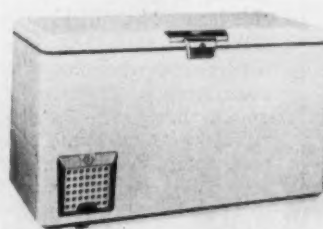
## SPEED QUEEN Washer

The Speed Queen Corp.,  
Ripon, Wis.

**Model:** Speed Queen automatic washer No. A-11.

**Selling Features:** Features a white porcelain top and same mechanical features found in the A-10 automatic washer with stainless steel top introduced in January. Matches the DE-7 automatic dryer with baked white enamel finish top. A-11 and DE-7 together are the Speed Queen "Royal Pair."

Features include View level controls; convenient top opening; tangle-proof agitator; porcelain bowl-shaped tub; spring and snubber floating mounting for vibrationless operation; Accurate drive transmission; automatic drain pump; porcelain drain tub; automatic sediment ejector; fluid drive  $\frac{1}{2}$  h.p. motor; recessed toe plate; adjustable leveling legs. Maintains Speed Queen wringer washer "bowl-shaped" agitator washing principle.



## THOR Freezers

Thor Corp.,  
2115 S. 54th Ave.,  
Chicago, 50, Ill.

**Models:** 3 Thor chest freezers, Nos. 2000, 2001 and 2002; and an 11 cu. ft. upright.

**Selling Features:** No. 2000, 9 cu. ft. model holds 315 lbs. food;  $\frac{1}{2}$  h.p. unit and Freon 12 refrigerant.

No. 2001, 15 cu. ft. model holds 525 lbs. food;  $\frac{1}{2}$  h.p. unit, and Freon 22 refrigerant.

No. 2002, 22 cu. ft. model holds 770 lbs. food; has  $\frac{1}{2}$  h.p. unit and Freon 22.

All models have 2 $\frac{1}{2}$  cu. ft. super fast freeze compartment. Tecumseh hermetically sealed units; heavy gauge wire plated baskets, dividers and utility tray; safety pilot light; rubber door seal gasket; recessed toe base; white Dupont Dulux enamel cabinet; automatic counter-balanced lids.



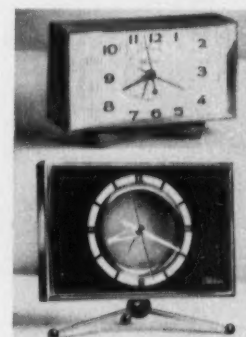
## HAMILTON Dryer

Hamilton Mfg. Co.,  
Two Rivers, Wis.

**Model:** Redesigned 1954 Hamilton clothes dryer.

**Selling Features:** Carrier-Current air circulation eliminates violent forced-air drying; 2 separate air currents are provided; air which is heated and comes in contact with drying clothes is taken in at one point, and when moisture laden it is whisked away by brisk, steady Carrier-Current; Fabri-Dial temperature control provides drying temperature range from 135 to 190 degs.; dial is calibrated in fabric types; Sun-E-Day lamp; Double-Pass Lint Control and full 130-min. automatic timer for special drying jobs are other features.

New dryer designed as a companion piece to the new Hamilton washer.



## TELECHRON Clocks

Telechron Dept.,  
General Electric Co.,  
Ashland, Mass.

**Models:** Six new look clocks plus "new look" features on 6 former best-sellers.

**Selling Features:** Designs of 6 new Telechron clocks range from ultra modern to authentic conventional. "Decor" and "Perspective" alarm designed for people who dare to be different; "Woodmont" conventional living room clock. "Illuminette" alarm is in between; an illuminated dial, easy-to-read in dark; controlled by off-dim-bright switch. "Gracewood", blond mahogany or maple, goes with modern or traditional furnishings.

"Telemaid" conventional type kitchen clock has modern chrome color side panels.

New-look models include "Little Tel", "Yachtsman", "Tiara" and "Airlux" mahogany; "Tiara" now available in ivory, blue, green or pink pearlescent cases.

## GLUTTONS for PUNISHMENT

**CORNISH**

**Cords and Cord Sets**

RUBBER...  
PLASTIC...  
NEOPRENE...



### CORD SETS

for every possible need.  
Widely used as standard  
by foremost manufacturers.

For particularly exacting  
uses, specify COROPRENE,  
the neoprene jacketed cord.

### FLEXIBLE CORDS

On smart metal spools,  
in convenient lengths  
for brisk and profitable  
footage business



**CORNISH WIRE COMPANY, INC.**  
50 Church Street, New York 7, N. Y.



### EMPIRE Percolator

The Metal Ware Corp.,  
Two Rivers, Wis.

Model: Empire "Thrift-O-Matic"  
automatic percolator.

**Selling Features:** Has 3 to 5 cup capacity; requires no regulation; perking starts in 60 seconds; automatically stops perking when coffee is ready; stays serving hot for hours thereafter without repercolation; simple in design; valveless pump; emersion element; easy to clean; polished aluminum with black handle, scratch-proof feet.



### ELECTROMODE Heater

Electromode Corp.,  
Rochester, 3, N. Y.

Device: Electromode electric portable heater No. PJA-13.

**Selling Features:** Now available with built-in thermostat for automatic temperature control; cast-aluminum heating element with no exposed wires or glowing coils; automatic safety switch eliminates danger of fire, shock or burn; louvers of scientifically designed grille, pitched to spread fan-forced warm air into room at floor level; silver grey hammertone finish; 6-ft. heavy duty cord plug; rubber feet.



### SERVEL Refrigerators

Servel, Inc.,  
119 N. Morton Ave.,  
Evansville, Ind.

Models: 4 electric compression refrigerators have been added to

## NEW PRODUCTS

Servel line, No. 1137-CD, 937-CD and 1136-CD and 936-CD.

**Selling Features:** Features push-button automatic defrosting, 2 of which are also equipped with automatic ice-maker feature which freezes ice cubes without trays and automatically stores them in a basket. Automatic ice-maker models are 1137-CD and 937-CD. The other two push-button defroster models are 1136-CD and 936-CD.



### CONCO Portable Radiator

Conco Engineering Works,  
Mendota, Ill.

**Selling Features:** Conco has expanded its portable radiator line to include 3 sizes—5, 8 and 10-section models in 2-colors: gray or green; uses no water or steam; features warm up time—5-min. along with high BTU output. 8-section model delivers 4500 btus; weighs 29 lbs.; measures 23x7x9 in.; smooth carrying handle; element cannot be overheated; design of panel sections permits convection currents of air to pass over outside surfaces of radiator; also permits some air to circulate through radiator in direct contact with element.



### REVCO Freezer

Revco Inc.,  
Deerfield, Mich.

Model: Revco Economy freezer CS-1553.

**Selling Features:** Has 15 cu. ft. capacity; fast freezing aluminum interior food storage compartment; moisture-free, dry wall cabinet construction; automatic signal light system; available with or without baskets and deluxe hardware.

Complete line includes an 8, 15, 23 cu. ft. chest models and two up-rights—11 and 17 cu. ft.



### KELVINATOR Freezer

Kelvinator Div.,  
Nash-Kelvinator Corp.,  
Detroit, Mich.

Models: Kelvinator 7-cu.ft. chest-type freezer No. FR-7D.

**Selling Features:** Offers 7 cu. ft. storage space in cabinet of same exterior as former 6-ft. models; space-saving wrapper-type condenser; new lock-type latch with key; interior trim highlights of colonial blue; rear-mounted spring-action hinges act as counter-balance to offset lid weight; Polarsphere compressor unit of internally spring-mounted design; special high-speed freezing section is separated from frozen food storage compartment by metal grid; 2 large storage baskets of plated steel wire with space underneath for bulk packages; has 245 lb. food capacity; 36 in. overall high, 39 in. wide and 25 1/2 in. deep; counter-height cabinet.



### SUPERSTAR Rotisserie-Broiler

Stern Brown, Inc.,  
Long Island City, N. Y.

Model: Superstar combination rotisserie-broiler-barbecue-grilllette No. V53.

**Selling Features:** Has 2-way spit door which opens for insertion of roasting and barbecuing spit; when unit is used for broiling only, closes tight to retain heat inside; automatic, 2-hour, bell ringing timer with 5-min. graduations clearly indicated on the dial; "Spatter Shield" with oven glass window constructed to fit on a precision-accurate slant to allow free circulation of air; removable, snap-in snap-out tray rack; interchangeable barbecue grids and roasting spit; triple plated with copper, nickel and chrome; available with or without automatic timer.

Now!  
**24 INCH  
TV**

*with an  
unmatched  
extra*

*exclusive*  
**PANORAMIC VISION\***  
*by*  
**STROMBERG-CARLSON**

From the pioneer in 24-inch TV now comes the greatest viewing thrill of all—24-inch PANORAMIC VISION, with the widest viewing angle, the greatest picture visibility in television!

Outstanding performance on UHF or VHF—proved even in the tough fringe areas—and distinguished new cabinet styling give you other unmatched extras to sell in this great 1954 line of 24-inch receivers.

All 1954 models available with either VHF-UHF strip-type tuner or, at additional cost, all-channel VHF-UHF continuous tuner.



**THE WENTWORTH**—24-inch Panoramic Vision picture. Concert-type speaker for finest tone. Tone control. Phono jack. Built-in antenna. Cabinet of rich mahogany veneers—with a true decorator touch in the interesting recessed speaker grill.

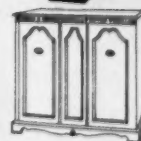
\*Patent applied for



**THE EMPIRE**—24-inch Panoramic Vision picture. Concert-type permanent magnet speaker. Tone control. Phono jack. Built-in antenna. Decorator styled cabinet of blond oak veneers with disappearing tambour doors. Also in hand-rubbed mahogany veneers.



*For prospects who want everything  
and the best of everything—*

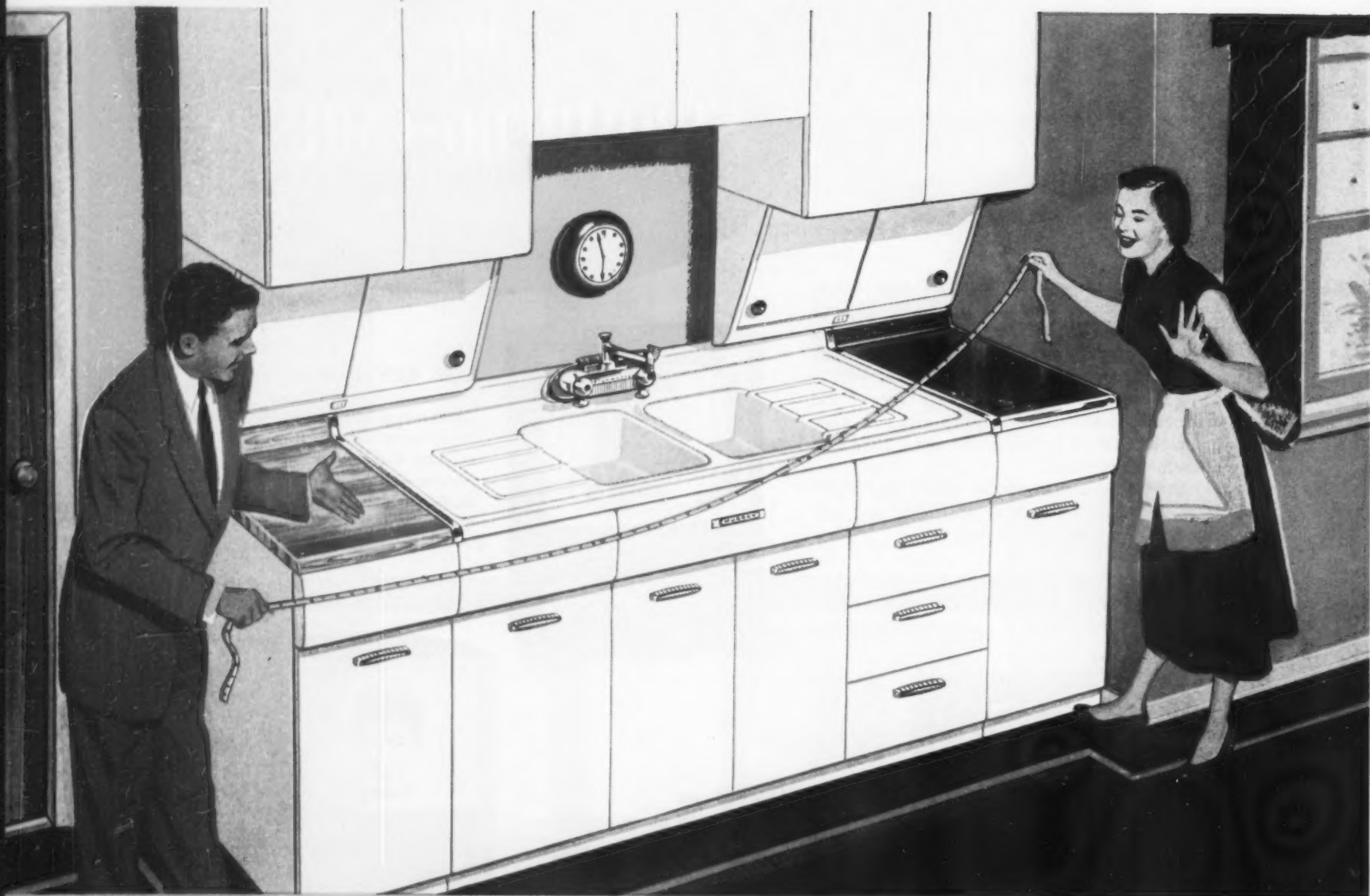


**THE IMPERIAL**—24-inch Panoramic Vision picture. Custom 400 high fidelity audio system. AM-FM radio. De luxe automatic 3-speed record player. The period cabinet in Georgian style is built of selected Honduras mahogany veneers, and provides liberal album space.

*"There is nothing finer than a*  
**STROMBERG-CARLSON"**

Stromberg-Carlson Company, Rochester 3, N. Y.

# Dealers!



SHOWN: De Luxe 8' ensemble, including condiment shelves, fluorescent lamp, wood cabinet top, De Luxe 66" sink features—complete for only \$649.95\*!



● 7' Homemaking Center—De Luxe 54" Sink, five big cabinets, fluorescent lamp, Dishmaster, disposer, wood cabinet top, condiment shelves, wire basket, cutlery tray! Complete for only \$599.95\*!



● 6' Homemaking Center—De Luxe 42" Sink, five big cabinets, fluorescent lamp under center wall cabinet—Dishmaster, disposer, wood cutting-board cabinet top, offered at just a low \$499.95\*!



● 4½' Homemaking Center—big 54" cabinet sink, Murray Food Waste Disposer and sensational Dishmaster. Roomy wall cabinet with four doors, external shelf, fluorescent lamp. Only \$349.95\*!

# Why plan kitchens?

*It costs money . . . takes valuable time . . . requires excessive home calls . . . and is often wasted because of lost or "stolen" sales. And now there is MORE profit, WITHOUT planning problems, in Murray's new PREplanned, "packaged" Homemaking Centers!*



**SEE HOW IT FITS!**

"Planning" a Homemaking Center is simply a matter of making one simple measurement along one wall—then choosing the Center that fits! These preplanned ensembles are designed scientifically to fit almost all homes with little or no modification—and each is a complete "steel kitchen" of built-in, planned-in super-efficiency and beauty!

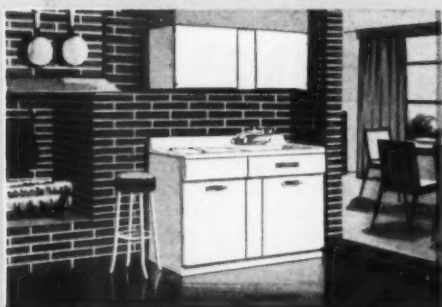
● Now Murray has eliminated bothersome, profitless kitchen planning—made it almost as easy to sell a kitchen as to sell a plug-in appliance!

New Murray Homemaking Centers, from 3½' to 8' wide, are *professionally PREplanned* as complete, single units—to be sold and installed as units! Each ensemble includes the finest, most sales-appealing and most efficient facilities possible . . . for storage, dishwashing, food preparation, waste elimination. Each Home-

making Center—with or without additional cabinets—is the perfect headquarters for easy homemaking in a kitchen of any size.

Here, backed by a powerful merchandising program, is the obvious "next step" in modern kitchens . . . the cleanest, most profitable way to sell kitchens ever devised. Ask your distributor about these and other never-before sales appeals that you'll be able to offer in every Murray Homemaking Center:

*NO CHANCE of awkward arrangements! • PERFECT ratio of storage, work surface and special features, per foot and per dollar! • DISHWASHING time and effort cut to little more than rinsing used to take—by the sensational Dishmaster! • MURRAY Food Waste Disposer included in every Homemaking Center—regardless of price! • CLEANUP, food preparation, storage, waste elimination—all at one compact station! • PRICES pared to the bone by revolutionary production-scheduling techniques—without cutting dealer margins!*



● 3½' Homemaking Center—highest quality Murray 42" Cabinet Sink, complete with wall cabinet, Murray Disposer, sensational Dishmaster; many times the appeal, bigger profit at \$289.95\*!

*The new approach in design and merchandising*

## MURRAY

THE MURRAY CORPORATION OF AMERICA

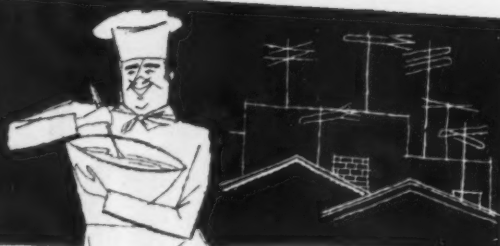
Home Appliance Division

Sales Offices, Detroit 11, Mich.

\*Suggested retail prices—slightly higher in the West and South.

# RECIPE...

for profitable selling



FIRST...

## Sentinel's Unsurpassed TV Performance!

backed by a quarter-century reputation

### PLUS... THESE NEW EXTRA-PROFIT INGREDIENTS

① **23 New Fast-Selling Models**

A full line of up-to-the-minute consoles and table models...screen sizes from 17" to 27". Sound styling and sound pricing make every one a sure, swift seller.

② **Complete All-Channel Coverage**

Every Sentinel set offers full coverage of all vhf and uhf channels...a "must" in today's television selling. Strip tuning on low-cost economy sets and complete coverage on all others.

③ **Ideal Pricing**

A pricing policy that means more and better sales...higher profits and greater customer satisfaction.

④ **Big National Advertising**

Every month...Fall, Winter, Spring...high-impact advertisements will reach into every community in America through the powerful pages of *The Saturday Evening Post*, *Better Homes and Gardens*, *American Home*, *Time* and *Newsweek* and other media.

⑤ **Full Range Local Advertising**

A complete program of co-op advertising to roll up sales in *your* community. Hard-hitting promotions make full use of all local media. Newspapers, radio, outdoor posters, calendars and direct mail pieces are all hard-working traffic-builders for you.

⑥ **Point of Sale Material**

A program of display material for use inside, outside, in store windows...everything that will help you sell!

⑦ **Fast Delivery**

Production accurately keyed to consumer demand. Prompt deliveries and no unbalanced dealer inventories.

### IT'S A SUPER-POWERFUL PROGRAM

backed by the finest TV sets  
on the market!

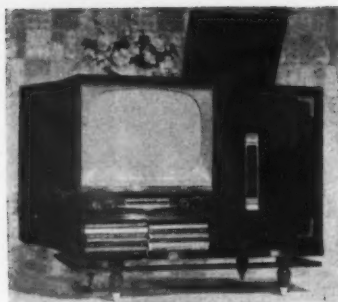
Call your distributor or write

Sentinel Radio Corporation • Evanston Illinois

Watch your  
profits rise!

# Sentinel TV





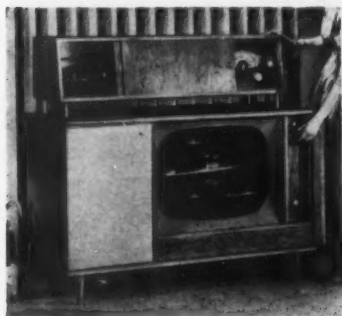
### PHILCO TV Line

Philco Corp.,  
Philadelphia, 34, Pa.

Models: Philco 1954 TV line totals 47 receivers.

**Selling Features:** Line includes 6 models in the 24-in. screen size, one 27-in. model, twenty-eight 21-in. and twelve 17-in. models.

Two electronic engineering achievements are included in the new line—a high fidelity, full dimension sound reproduction system used in phonorama TV-radio-phono models. The hi-fi components of new sound system are custom designed and integrated with scientifically proportioned sound chamber. All sound reproduction is channelled through a rectangular slot in the front of the cabinet called the "Acoustic lens". The second improvement is the advanced electronic design of a new HF-200 chassis that produces a picture of clarity and depth called deep dimension picture; picture tubes bring in every detail transmitted by a broadcasting station; new chassis extends range and improves reception in "fringe areas."



### ZENITH TV Models

Zenith Radio Corp.,  
6001 W. Dickens Ave.,  
Chicago, 39, Ill.

Models: 48 Zenith TV models ranging from a Pyroxilin finished, 17-in. table model to a 27-in. hi-fi console combination.

**Selling Features:** Each Zenith has new "Super K" chassis; standard in each receiver is Zenith's automatic 1-knob turret tuning for VHF, and when UHF tuner strips are added for UHF: turret provides any combination of 12 VHF and UHF channels—needs no external converter or additional tuning device.

Stratosphere, optional at \$50 extra, is a new continuous tuner for all UHF channels installed at factory, the tuner is equipped to receive all 70 UHF channels without further modification—no drift, backlash or sound fade.

20 receivers have Zenith Cine-

## NEW PRODUCTS . . . Television

beam picture tube in 21, 24 or 27-in. size, featuring built-in reflective metallic "mirror" with darkened tube face.

Other new developments include an adjustable, top-mounted band-



shell speaker for table models; "spotlite" dial that automatically lights a big, clear channel number; a built-in pre-tuned VHF-UHF antenna.

Styling includes period designs, traditional, contemporary and ultra modern in blond lined oak, walnut, brown or ebony finished cherry and coppertone as well as conventional mahogany woods.

Cinebeam tube is produced by the Rauland Corp., a Zenith subsidiary.



### RCA VICTOR TV

RCA Victor Div.,  
Radio Corp. of America,  
Camden, N. J.

Models: RCA Victor introduces a "Rotomatic" TV line in 3 groups—Special, Super and De Luxe.

**Selling Features:** "Rotomatic" line is available in a wide choice of styles, sizes and price. Special group has 6 models; Super, 10; and De Luxe 9: all in a variety of finishes, most available with VHF or combination UHF-VHF receivers; "Rotomatic" is a composite of words rotary and automatic which describes newly developed automatic tuner, KRK-12 "clicks" a station into position for best possible reception. All UHF-VHF models in De Luxe and Super groups will include KRK-12, which has sensitivity and picture clarity in strong and "fringe" areas.

Tube sizes in the line are 17, 21 and 27-in., in modern, contemporary and a variety of period designs.

Super group has a new chassis for 21-in. receivers. De Luxe group includes in addition to a complete series of 21-in. sets, two 27-in. models.

UHF-VHF receivers in Special line will be equipped with less



costly continuously variable tuners.

Top of line, shown here is the Rutherford, 21D-346 TV-radio-phono combination RCA with a 21-in. picture, 3-speed Victrola phono; 12-in. speaker and an AM-FM radio. Two other combinations featured in line are Montgomery and Lawrence. All three 3-way combinations incorporate the Rotomatic tuner, Magic Monitor circuit system and other automatic features of Rotomatic line.



### MITCHELL TV Sets

Mitchell Mfg. Co.,  
2525 Clybourn Ave.,  
Chicago, Ill.

Models: Mitchell 1953-54 TV line includes a console and table model with 21-in. screens, a 17-in. console and a 21-in. TV-radio-record-combination.

**Selling Features:** All models feature "Studio View" with glare-free dark-face picture tube with a tilted shield to eliminate light reflection from room; AGC; wide-range focus for consistent sharpness; simplified 2-knob tuning; inter-carrier circuit synchronizes sight and sound automatically; large dynamic speaker in regular sets and special Alnico PM speaker in combination; built-in "Magna-Tenna"; new pentode turret-tuner adaptable for UHF by inserted tuning strips.

Combination set has provided a 3-speed automatic changers; plays all 7, 10, 12 in. records at all speeds up to 4 hrs. at single loading; changer has a simple speed selector and easy-loading arrangement.

Radio, which operates independently of TV incorporates a Superhet circuit, tunes full 540-1620 kc AM broadcast band, includes its own built-in "Air Magnet" antenna; has ave and full-vision easy-to-tune dial; 17-in. console available in mahogany; 21-in. sets and combination available in mahogany or blond.



### ADMIRAL TV Line

Admiral Corp.,  
3800 Cortland St.,  
Chicago, 47, Ill.

Models: 18 new Admiral TV sets. **Selling Features:** Line includes two 27-in., three 24-in. consoles; one 17-in. table model; four table models; 5 consoles and 3 combination TV-radio-phonos with the 21-in. picture tubes.

Features include golden picture frame, aluminized picture tubes; compound curved optic filters scientifically tinted to increase the clarity of all gray shades between black and white; 21-in. spherical-faced picture tube has 252 sq. in. area.

A simple all-channel tuner designed to receive all present and future UHF and VHF stations is optional on the 17-in. table model for \$40.; on all other models the continuous tuner will cost \$50. For areas which expect to have fewer than 4 UHF stations Admiral recommends using "snap-in" tuning strips.

A selection of modern and period consoles in blond, mahogany, maple and walnut, and a choice of matching wood bases or wrought iron stands is offered optionally with table models.



### EMERSON TV Sets

Emerson Radio & Photo Corp.,  
111 Eighth Ave.,  
New York, 11, N. Y.

Models: 44 models in Emerson TV line include No. 757 (17-in. leader) and No. 765 (21-in. leader).

**Selling Features:** 28 of the receivers in all categories are VHF and 16 are 82 channel UHF-VHF sets. All models have wood cabinets in French Provincial, Early American, Traditional or Modern styling and are available in lined oak, blond or mahogany. 18 consoles are available in 17-, 21- and 27-in. sizes, including 2 21-in. combinations. The 26 new table models have side and front-controls in 17 and 21-in. sizes.

Features include side-controls with 1-knob Simplimatic tuning; Emersonite scratch-resistant finish.

# General Mills 5-Star

1

Great New Products...



**NEW!** General Mills All-purpose Food Mixer has exclusive built-in Mix Timer. **Retail: \$39.95. With Mix Timer: \$43.95.** (Mix Timer available as attachment for standard model.)



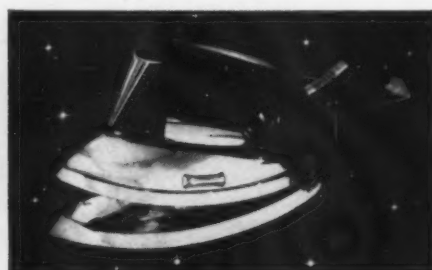
**NEW!** General Mills All-purpose Grill-Waffle Baker features exclusive Snap Latch that lets you change from waffle baker to grill in 30 seconds. Bakes 4 plate-size waffles. **Retail: \$29.95.**



**NEW!** General Mills Automatic Fryer-Cooker has famous Tru-Heat control to maintain correct temperatures so important in deep frying. It's also a roaster, oven, deep well cooker. **Retail \$29.95.**



**NEW!** General Mills Automatic Coffee Maker gives you coffee brewed to the exact strength you like. Special Tru-Perk dial controls percolating time precisely. **Retail: \$27.95.**



**Great New Values...**

**NEW LOW PRICES**—\$12.95 for Tru-Heat Iron, \$7.00 for Steam Ironing Attachment! Combination only \$19.95!

**LEADING QUALITY TOASTER** priced under \$25.00! Dependable General Mills Automatic Toaster only **\$22.95.**

2

They're all Sponsored by  
*Betty Crocker*

The greatest name in homemaking  
The most powerful selling influence in the home appliance industry



# Feature for Fall '53



## Dynamic Advertising!

Three *Saturday Evening Post* back covers (Oct. 10; Nov. 7; Dec. 5); other advertising in *Better Homes & Gardens*, *Sunset*, *Progressive Farmer*, *Successful Farming*.

Dave Garroway's "Today" on NBC-TV Network; watch the master salesman demonstrating General Mills appliances, starting Sept. 14th! Other TV in selected markets not covered by the Garroway show.



## Colorful Promotional Material!

Attractive Window Poster!  
Individual Product Displays!  
Full Color Ad Reprint Easel!

And...



## Betty Crocker's Extra Profit Sampler for Dealers!

Buy one each of these:



Automatic Toaster



Grill-Waffle Baker



Automatic Coffee Maker



Automatic Fryer-Cooker



All-Purpose Food Mixer with Juicer



Steam Ironing Attachment

AND YOU GET



... a TRU-HEAT IRON

FREE!

YOU MAKE \$12<sup>95</sup>  
AN EXTRA  
BOOST YOUR TOTAL PROFIT  
ON THIS DEAL  
TO A WHOPPING 41%

See your distributor for Betty Crocker's extra profit sampler!

# General Mills Home Appliances



SPONSORED BY *Betty Crocker*





### CBS-COLUMBIA TV Sets

**CBS-Columbia, Inc.,**  
3400 47th Ave.,  
Long Island City, N. Y.

**Models:** CBS-Columbia's new line includes basic models in 2 series: Studio and Masterline, plus 3 models in a promotional series.

**Selling Features:** Both Studio and Masterline series include receivers with CBS 360 high fidelity sound system which incorporates 2 speakers and 2 sound outlets to create a feeling of "hemispheric" sound.

Studio series features CBS Power-Tron 800, a 21-tube chassis in 17 and 21-in. models; glare-free screen and removable safety glass for easy cleaning.

Deluxe Masterline series has CBS Power-Tron 1000, a 26-tube high-gain chassis; screen sizes start at 21-in., and include 24-in. (new) and 27-in. screens.

Sets in both series feature all channel reception UHF and VHF; contemporary and traditional styling in cabinets.



### CROSLEY TV Line

**Crosley Div.,**  
Avco Mfg. Corp.,  
1329 Arlington St.,  
Cincinnati, O.

**Models:** Crosley 1954 TV line includes 30 sets, one a remote-controlled TV-radio-phono combination.

**Selling Features:** New designs in circuitry and chassis include a "Picture Sentry" which eliminates outside interference and reduces need for manual tuning.

20 Custom and 10 Deluxe models include four 27-in. and six 24-in. consoles; four 21-in. table and ten 21-in. consoles; four 17-in. table and two 17-in. consoles. A total of 6 combinations is available in 27, 24 and 21-in. screen sizes; All models have wood cabinets, modern or traditional Chippendale styling and are available in limed oak or mahogany finish.

Brightness and tone controls are located on front of set; a pentode

## NEW PRODUCTS . . . Television

tuner is used on deluxe sets and a cascade tuner on custom sets; both tuning circuits are fully shielded. In both lines all models are offered with built-in UHF-VHF tuners at slight additional cost. Custom VHF models may be converted in home by addition of an all-channel tuner or strips; Deluxe models may be converted by addition of UHF tuner.

Most Custom models are equipped with new aluminized picture tube to increase brightness and contrast. All Custom models have made eliminator and illuminated tuning dials; No-glare picture windows on all models slant to deflect light from room lamps. In Custom and all but one Deluxe the glass is removable for cleaning.



The 3-piece remote-controlled TV-radio-phono combination consists of a 27-in. all-channel TV console; a chairside remote-control unit that houses the TV tuning chassis, the 3-speed phono and the AM-FM radio; and a matching cabinet for record storage.

Without moving from chair viewer can turn on set, tune in UHF or VHF station, completely control the picture, tone and volume of sound; operate a 3-speed record player that plays all size records; operate an AM-FM radio. The radio and phono play through twin 12-in. speakers of the TV picture console.



### SONORA TV Sets

**Sonora Radio & TV Corp.,**  
325 N. Hoyne Ave.,  
Chicago, 12, Ill.

**Models:** 4 new Sonora table-type TV sets.

**Selling Features:** All models include standard Sonora features such as dark-face picture tube with tilted tube shield to eliminate glare; easy 2-knob tuning; built-in "Sonora-scope" antenna; age; fixed focus for sharper pictures and image-sta-

bility; EM dynamic speaker; simplified TV chassis using newer principles of hook-up; requires 20 lbs. less material and 12-ft. less wiring; new chassis designed to eliminate expensive service calls; all models in Pyroxylin finish 2 in. limed oak—Nos. 449, 17-in. screen and No. 471 21-in. screen. Two in mahogany No. 471, 17-in., and No. 437 21-in.



### DUMONT TV Sets

**Allen B. DuMont Laboratories Inc.,**  
545 Madison Ave.,  
New York City

**Model:** 16 DuMont, deLuxe and Custom TV receivers.

**Selling Features:** New clear TV picture power, optional 82-channel tuning, match-blended higher fidelity tonal systems, bench-crafted mahogany and blond cabinetry and improved receiving circuits.

DuMont series includes Sutton, a 17-in. table model in walnut or mahogany, wood; has 41 mc chassis containing 30-tubes, 3 rectifiers and DuMont automatic Selfocus picture tube; extra-powerful chassis provides superior fringe performance.

Walton, a 21-in. table model, contemporary design in mahogany, or limed oak finish.

DuMont De Luxe series includes Warwick, 21-in. table model in mahogany or limed oak. Bradford, 21-in. open-faced console; Hartford, 21-in. console with full doors; Swedish modern design in mahogany or limed oak. Windsor, 21-in. console with half-doors, 18th Century styling, mahogany.

Other receivers in line include Beverly, 21-in. open-faced console in DuMont series.

4 De Luxe series "Chatham, Lynwood, Wakefield and Essex, 17- and 21-in. table and console models.

Custom series includes Somerset II, Hanover II, Newbury II, all 21-in. console models with full doors. Royal Sovereign, a 30-in. console with full doors. Custom models have phono-roll-out drawers completely wired for installation of 3-speed record changers.

15 of the models have built-in, 82-channel tuning optional. De Luxe series contains phono-jack attachments. All models have integral UHF-VHF antennas. Table models are available with caster-equipped matching bases; open-faced models are also caster-equipped.



### SETCHELL-CARLSON TV

**Setchell-Carlson Inc.,**  
New Brighton, Minn.

**Device:** Setchell-Carlson 27-in. Unit-ized TV set.

**Selling Features:** Console model has Unit-ized chassis No. 153 consisting of a base and 8 plug-in units, each performing its separate function; each perfectly synchronized in operation of set simplifying repairs.

Designed in contemporary furniture fashion with hand-rubbed dark or blond mahogany; cabinet tilts "full face focus" picture tube and safety glass down to reduce light reflections, also tilts illuminated control panel and speaker up for easier picture adjustment and better sound synchronization. "Hormadome" seals high voltage unit against major operating failures caused by humidity and dust; adaptable to UHF 10-in. dynamic speaker; available in 2 models: Console No. 533 TV only and console 5303 with AM radio and phono compartment has space for VM 3-speed changer and record storage.



### RCA-VICTOR Portable Radio

**RCA Victor Div.,**  
Radio Corp. of America,  
Camden, N. J.

**Model:** RCA-Victor 7-band portable shortwave Strato-World radio.

**Selling Features:** Strato-World has spread-band on all important short-wave bands; has 3 antennas for sensitivity on standard and short-wave bands; storage rack for replacement tubes and special treatment of components to protect them against heat, cold and humidity extremes; operates on self-contained battery or 115-volt a.c.-d.c. for round-the-world use it is fitted with special adaptor for 220-volt; top-grain cowhide leather case.

Line also includes 9 table including clock radios, a variety of portables, 45-rpm. and 3-speed Victrola phonos, an AM-FM, and radio-phono combinations.

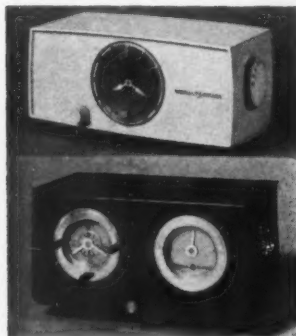


### G-E Radios

General Electric Co.,  
Electronics Park,  
Syracuse, N. Y.

Models: 10 new clock-radios and 8 new table radios.

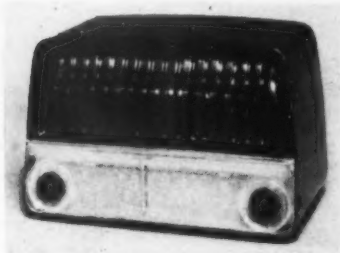
Selling Features: New clock-radios are available in 4 styles, two models are dominated by the clock face



with radio controls located on the side of the receiver. Included in the clock line are Nos. 551 and 552 which have all the G-E clock-radio features:

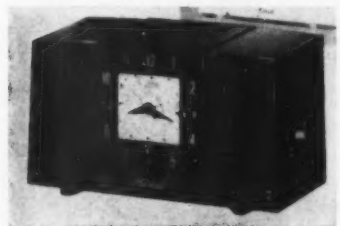
Wake-Up-To-Music, Slumber Switch, Alarm Buzzer, Electronic Servant, Phono Jack and Audio Magic Switch plus a 6-tube chassis for distant reception.

In 6 of the table radios and 4 of the clock sets, a phono-jack has been incorporated with the G-E audio-magic volume control feature which controls the volume for a record player and the radio with a single knob. Tuning the knob counter-clockwise controls the vol-



ume for the record player and clock-wise controls the radio volume.

A table AM and shortwave model is also included in the line.



### MITCHELL Radios

Mitchell Mfg. Co.,  
2525 Clybourn Ave.,  
Chicago, 54, Ill.

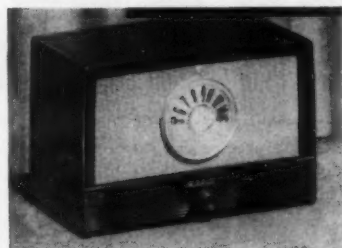
Models: Mitchell radio line includes the Rondeau, Fiesta, Bel-Aire table radios, an AM-FM table model No. 1278; the Lullaby bed-

## NEW PRODUCTS... TV and RADIO

lamp radio; the 3-way portable and a Tone-Alarm clock-radio.

Selling Features: Rondeau, ac-dc has a built-in Air Magnet antenna; Alnico PM speaker; plastic cabinet in ebony, red or white.

Fiesta, ac-dc table radio has Air-Magnet loop antenna; available in ebony, white or green cabinets.



Bel Aire console quality table radio features ac-dc reception; Magna vision dial avc; plastic cabinet in mahogany or white.

FM-AM table radio No. 1278 has full 87-109 mc FM band plus entire AM band; built-in antenna on AM and short external antenna for FM reception; condenser tuning; large PM dynamic speaker; FM-AM selector switch.

Tone Alarm deluxe electric alarm-clock radio features "siesta" sleep switch that turns set off and on; Telechrom clock with sweep-second hand and large clear numerals; AM broadcast band radio; Air Magnet antenna.



### EMERSON Radios

Emerson Radio & Phono. Corp.,  
111 Eighth Ave.,  
New York, 11, N. Y.

Models: Emerson radio line consists of 60 sets with 15 basic models and features the "Pocket Radio" No. 747.

Selling Features: "Pocket Radio" No. 747 weighs less than 1 lb., and measures 6 in. wide and 1½ in. deep; powered by self-contained batteries; full vision dial, easy-to-read numbers; avc and easy battery replacement.

Other models include 6 a.c.-d.c. table, 5 portables, 3 clock and a 3-speed automatic phonoradio.

Table model 708 is available in 8 decorator colors.

No. 756 7-tube table model has a 6-in. speaker, continuous variable tone control; a jewel light on-off indicator; cabinet available in ebony, mottled walnut or red.

Nos. 729, 724 and 744 are available in 9 decor colors.

No. 746 Emerson Inter-Continental 3-way multiband portable with telescope whip antenna for short-wave reception has a wood cabinet

with leatherette finish; 3-gang condenser on all bands for greater sensitivity.

No. 745, Town and Country 3-gang, 3-way portable is also equipped for standard broadcasts.

Clock-radio No. 724 features a built-in clock and alarm; an auxiliary automatic delay switch which turns radio off and turns it on at any desired waking time, and a robot control for operating electric appliances; clock operates independent of radio switch; plastic cabinet available in 9 colors.

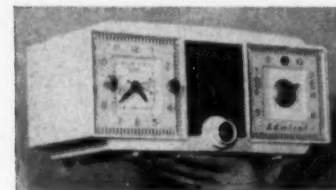


### ADMIRAL Radio Line

Admiral Corp.,  
3800 Cortland St.,  
Chicago, 47, Ill.

Models: Admiral 1954 radio line includes 2 table radios, 2 clock-radios, a table radio-phono and a Hi-Fi radio-phono console.

Selling Features: The Hi-Fi radio-phono console has 15-in. speaker; 15-tube super sensitive circuit for distortion-free response over entire range of frequencies; All radios have special markings for CD warning frequencies (640 and 1240 kcs).

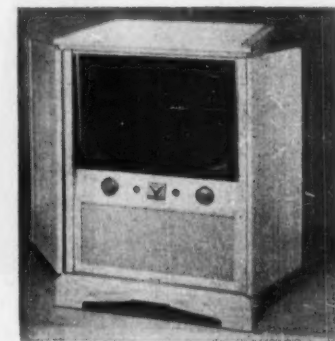


Admiral clock-radio in 5 colors has an appliance outlet, a radio alarm set control; a deluxe model in choice of 4 colors has special "heavy sleeper" alarm which can be set to sound a buzzer 10-min. after radio comes on, a sleep switch which turns off radio or small appliance from 1 to 60-min. after switch is set.

Admiral table radio-phono has only one operating control; after setting pointer for record speed everything else is automatic—no need to change needle, adjust for record size etc; the unit also shuts off automatically; available in 3 colors, ebony, mahogany and ivory. A wrought iron stand is also optional.

Two portables introduced recently are included in 1954 line; a battery-operated personal portable weighing 3½ lbs.; in ebony, maroon, green and gray. And a 3-way port-

able which operates on a.c.-d.c. or battery in maroon, green and gray; an automatic shut-off disconnects batteries when radio is plugged into a.c. or d.c. outlet; improved super-het circuit and new "cold"-tubes.



### G-E 1954 TV Line

General Electric Co.,  
Electronics Park,  
Syracuse, N. Y.

Models: 1954 G-E line includes 24 models, modern in cabinet design and chassis and led by a 17-in. table set. 3 series of models include Black Daylite, Black Daylite DeLuxe and Black Daylite with Ultra-Vision.

Selling Features: 2 newly designed chassis are introduced: the "F" chassis in Black Daylite and Black Daylite Deluxe series and the "EE" chassis in Black Daylite with Ultra-



Vision. "EE" is 2 or 3 times more powerful than any formerly used in G-E sets. Improved features in Ultra Vision models has increased availability and lowered minimum price. On sets with Ultra-Vision the band width has been increased to 3.75 mcs; programs transmitted by coaxial cable are received with clarity; local programming transmitted by micro-wave relay only has a sharp improvement in detail. Nucleau as Ultra-Vision is the aluminized picture tube.

Five 21-in. consoles and one 21-in. table Black Daylite Deluxe models have improved picture through addition of aluminized tube and darkened safety glass.

UHF is provided in all sets; each model has a built-in VHF and a built-in UHF antenna. 70 channel continuous UHF tuner has click tuning on 3 most frequently used UHF channels; available built-in at factory. All sets equipped with power transformers; new tube mask treatment on ultra-vision provides 40% better viewing angle.

# **Motorola Stands Alone**

***against***

***Shorter Discounts***

***and***

***Longer Lines!***

## Motorola refuses to join the trend toward Longer Lines and Shorter Discounts AT THE DEALERS' EXPENSE!

Motorola and its major competitors have now announced their new lines and discount policies for the fall season. Among all the leaders in the television industry, *Motorola alone* has taken a forthright stand against the two serious blocks to retail profits today . . . *shorter discounts and longer lines*. These are the growing tendencies of the industry, which we oppose. Each of our competitors has now announced:

- *Longer lines for retailers to carry . . . up to 55 different models, with infinite numbers of cabinet variations and chassis combinations.*
- *Lower list prices on certain "strategic" models, at the expense of proper margins for the distributor and dealer.*
- *Shorter trade discounts on many models, particularly in the brackets that provide most of the volume, thereby causing the greatest loss of profit to the dealer.*

Motorola believes these shortsighted policies are bad for the retailer and for the distributor . . . and therefore bad for the whole industry. We do not feel that the industry can afford to ignore a situation which undermines the interests of those upon whom the industry depends.

*Longer lines* mean heavier inventories, slower turnover, greater financial requirements, confusion confounded. *Narrower margins* on biggest-volume sellers mean tremendous slashes in net

profit right where they hurt the most—at the very time when retailers' profits are being squeezed most severely.

Motorola's line is short and sharp. It covers all the bases, but allows inventories that are within the bounds of reason. It is a broad line, a complete line, a beautiful line from every viewpoint. List prices range from \$179.95 to \$695.00. The entire line is priced competitively, but with full attention to the problems of inadequate discounts.

### This is Motorola's Program:

1. *We are limiting the number of models in our fall line.*
2. *We are holding to competitive list prices.*
3. *We are lengthening the discount on the majority of the models in the line.*
4. *We are lengthening the discount on every model priced under \$300.*

Simply stated, our program is this: **The Shortest Line—with the Longest Discounts!**

We feel that we are right in taking this stand, which is directly opposite to that of the rest of the industry. It is Motorola's conviction that our franchise should provide a fair and equitable profit to our distributors and dealers.

We take our stand with full assurance that our friends in the trade will support us wholeheartedly, and that Motorola's position, as well as theirs, will be stronger as a result.

JMB 6477-B-7-8-53

# Better See Motorola TV

## "The Shortest Line...with the Longest Discounts"



Aladdin Never Had A Lamp Like **THIS!**



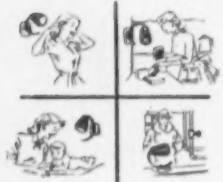
## The Modern Magic of Infra-red Sells Itself!

**Magic** penetrating qualities of infra-red heat serve countless uses in the home:

- **Therapeutic** — For sore muscles — ask your doctor about sinus and arthritis, too.
- **Drying** — Quick-dries hair, nail polish, clothing, family pets, bread crumbs — you name it!
- **Warming** — Warms the baby or your cold auto engine, poultry houses and hotbeds. Helps ripen fruit and germinate seeds!
- **Thawing** — Defrosts refrigerators, thaws frozen foods, frees grease-clogged pipes.

**Magic** versatility, too!  
Viking's new, exclusive-design Infra-red Heat Lamp is unique and versatile —

- Also holds an ultra-violet sunlamp bulb, spot reflector, photo-flood or incandescent bulb
- Stands alone, hangs on wall, clips on furniture
- Neck adjusts in almost any direction
- Wire guard protects bulb and user



And here's **Magic Sunlight**  
available when you want it,  
where you want it!

A healthy tan for the whole family —  
all year 'round! TAN for health —  
TAN for good looks and youth — and  
a supplementary source of Vitamin D  
for children during winter months.

Use it wherever there's  
an electrical outlet —

BATHROOM • BEDROOM • OFFICE • CLUB

\$14.95 Retail

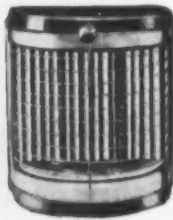
## VIKING'S NEW Fast-Selling HEATERS



The  
**Nassau**  
Model VPH-A  
Portable  
Radiant Heater  
\$7.95 Retail

### Efficiency plus Economy

A conveniently small, extremely portable radiant heater with a comfortably large beam of heat. Durable, attractive and economy-priced — the Nassau operates on only a few cents per hour at national average rates.



The  
**Bermuda**  
Model VPH-B  
Portable Radiant-  
Convection Heater  
\$14.95 Retail

### Two efficient heating methods in one —

... a strong beam of clean, odorless, radiant heat PLUS gently circulating convection currents of warm air. Warms a whole room quickly and naturally ... attractive ... light and easy to carry ... easy to clean ... economical.

VIKING PRODUCTS MAKE YOUR JOB EASIER!

Ask your distributor or write Dept. E-8



**VIKING**

Manufacturing Co., Inc.  
Stratford, Connecticut

# NEW PRODUCTS...

RADIO



**ZENITH Chairside Radio-Phono**

Zenith Radio Corp.,  
6001 W. Dickens Ave.,  
Chicago, 39, Ill.

Model: Space-saving chairside AM-FM radio-phono combination in 3 models: Hampshire, Park Ave., and Williamsburg.

**Selling Features:** Cabinet fits beside occasional chair, davenport or sofa; provides tabletop space for lamp, bookends etc.; CobraMatic record player with stroboscope indicator has built-in "speedometer" for synchronizing speed of turntable with speed of record; plays any speed from 10 to 85 rpm.

Hampshire has Sheraton styled cabinet in mahogany; Park Ave. and Williamsburg are modern in blond Afara, and the latter in cherry solids and veneers. All models have leather finish table tops, 24 kt. gold tooled trim; recessed top to accommodate glass cover; recessed radio controls; brass leg-end casters.

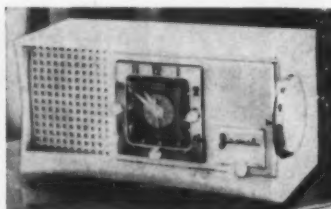


**JEWEL Radios**

Jewel Radio Corp.,  
900 Passaic Ave.,  
East Newark, N. J.

Models: 3 new Jewel radio models 5310, 5125 and 5100S.

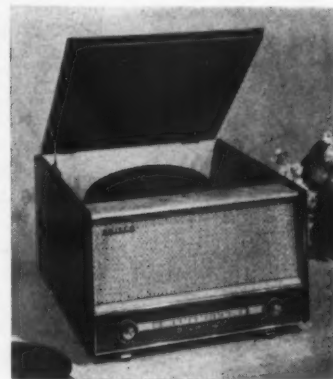
**Selling Features:** No. 5310, personal portable, battery-operated; has built-in high gain antenna loop; uses a 3 1/2 in. Alnico V permanent magnet speaker; large tuning dial provides easy accurate tuning; plastic cabinet in maroon, ebony, or green.



No. 5125 clock-radio features a Sessions clock movement; built-in

"Duraloop" antenna; 5-tubes, Alnico 5 PM speaker; high gain IF transformers; plastic cabinet in ebony, walnut, ivory or maroon.

No. 5100S, superhet with built-in loop antenna, 4-tubes; Alnico 5 PM speaker; plastic cabinet; ebony, ivory, red or walnut cabinet.



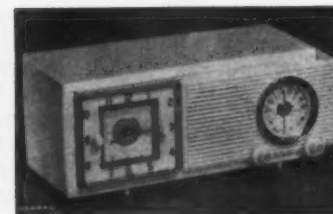
**PHILCO 1954 Radios**

Philco Corp.,  
Philadelphia, 34, Pa.

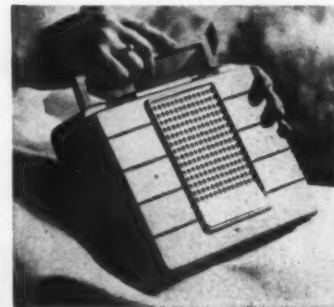
Models: 31 Philco 1954 radios and radio-phonos.

**Selling Features:** Radio line includes 10 radio-phono combinations, 6 table models, 5 clock radios and 4 portables.

The Phonorama radio-phono models feature the new hi-fidelity, full dimension sound reproduction system; acoustically balanced cabinet; visual tone blender; AM-FM radio with an additional jack for tape recorder.



Clock-radio models are available with buzzer alarm in addition to wake-up to music switch; an appliance control switch as well as AC superhet chassis with tube saver. No. 714 has a night light and a plug-in jack for private listening.



Portable models include the Philco 650 "personal" portable 6 in. high, 9 1/4 in. wide, 2 1/2 in. deep; with new extra long-life batteries; a battery saver switch; oversize "personal" speaker, CD frequencies and 4 tubes.

# Finest New Toaster Display Ever Offered yours... FREE!



**First time offered anywhere!** This outstanding "Toastmaster" counter display is fresh off the press. Ordinarily, we would introduce this powerful point-of-sale piece to you by mail. But that takes time. To avoid delay, this merchandise mover is being offered via this magazine. The sooner you order this exciting display, the sooner you'll get it, the sooner it will go to work in your store. Don't wait to cash in. Order *now!*

**To Help You Sell This Fall . . .**  
**53 Ads in 13 National Magazines**  
**A Total of 149,644,997 Messages!**

Saturday Evening Post	House Beautiful
Look	Holiday
Better Homes & Gardens	New Yorker
McCall's	This Week
Country Gentleman	Modern Bride
House & Garden	Bride's Magazine
	Guide for The Bride

## NEW Toastmaster

Super De Luxe Toaster

*Don't miss out!  
Act Quickly!*

Requests for this new display and other FREE "Toastmaster" Merchandising Aids will be filled in the order received. Mail the coupon NOW.

"TOASTMASTER" is a registered trademark of McGraw Electric Company, makers of "Toastmaster" Toasters, "Toastmaster" Water Heaters, and other "Toastmaster" Products. Copr. 1953, TOASTMASTER PRODUCTS DIVISION, McGraw Electric Company, Elgin, Ill.



W. E. O'Brien, General Sales Manager  
Toastmaster Products Division  
McGraw Electric Co., Elgin, Ill.

Please send me the FREE Merchandising Aids checked below:

For use with the \$27.50, retail  
**TOASTMASTER Super De Luxe Toaster**

- ☐ Counter Display  
☐ Consumer Folder (quantity \_\_\_\_\_)  
☐ Cut & Mat Sheet

For use with the \$23.00, retail  
**TOASTMASTER Automatic Toaster**

- ☐ Mounted ad reprint  
☐ Consumer Folder (quantity \_\_\_\_\_)  
☐ Consumer Leaflet (quantity \_\_\_\_\_)  
☐ Cut & Mat Sheet

Store Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Ship attention of \_\_\_\_\_

E-83

Printed in  
6 gorgeous  
colors!

Sturdy raised  
platform "stages"  
toaster!

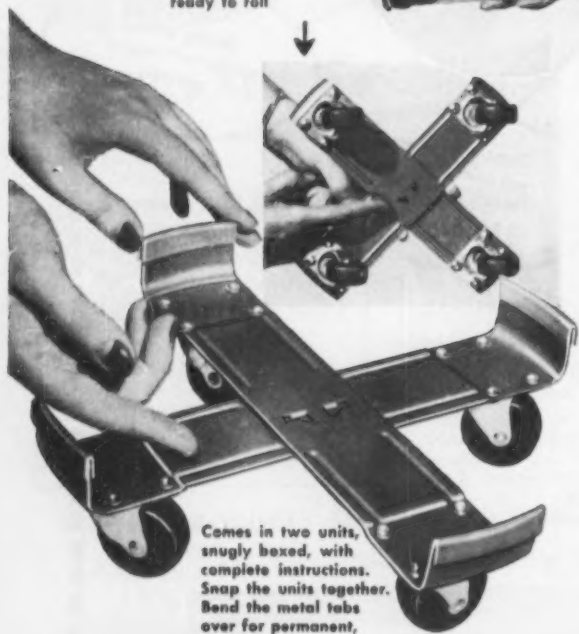
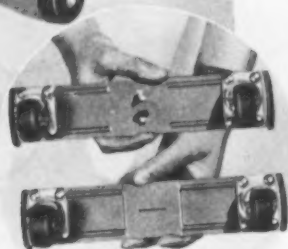
Impressive,  
yet compact!  
23" wide, 23" high,  
14" deep

# "GIMMICKS"

when teamed up with the right price



The Sensational  
EUREKA Roto-Matic  
in its "Dolly"—  
ready to roll



Comes in two units,  
snugly boxed, with  
complete instructions.  
Snap the units together.  
Bend the metal tabs  
over for permanent,  
tight assembly.

Build Up Trade-in Exchange Values at  
Small Cost to Dealers — Cut Trade-in Losses

*Introducing!*

The Sensational New  
Eureka Roto-Matic

"ROTO-DOLLY"

*Only*  
**\$7<sup>50</sup>**  
It's  
terrific!

- ★ Rolls at a touch
- ★ A terrific premium
- ★ Wonderful on bare floors
- ★ An amazing trade-in exchange value

Here it is! Just what you have wanted. A simple, well designed, *low-cost* "Dolly" for the sensational new Eureka Roto-Matic. Rolls easily on its solid rubber, swivel, ball-bearing wheels—doesn't mar highly polished bare floors. Holds the Roto-Matic snugly in its 4 rubber tipped spring steel "arms."

As a **TRADE-IN!** Exchange value (\$7.50)

...it's sure-fire for a quick store sale involving an old trade-in cleaner. Its low cost enables dealers to hold their trade-in expense down to rock bottom.

As a **PREMIUM!** To help close tough sales it can't be beaten—and as an accessory to sell at the regular retail price, it gives the dealer a substantial profit. It's a "natural" any way you look at it.

*Profitable promotions MUST be built on Product and Price  
EUREKA alone has them both!*

**EUREKA** Roto-Matic  
SWIVEL-TOP  
CLEANER!

Eureka Division, Eureka Williams Corporation, Bloomington, Illinois

# Steam -up

## and product

### Introducing!

New  
Eureka Roto-Matic  
Sensational Value

## "STOWAWAY"

A Combination Hassock, Roto-Matic  
Storage, and Television Seat

It's Beautiful. Upholstered in Boltaflex plastic (nationally advertised—used on ultra-fine furniture). Comes in one shade only—Brazilian Green (similar to chartreuse). Harmonizes well in any setting.

It's Practical! Designed especially to provide a handy, easy-to-use storage for the Roto-Matic, including all tools, hose and wands!

It's BIG VALUE! Nothing of its quality and usefulness has ever appeared at anywhere near the price quoted our Eureka Dealers!

As a premium or "trade-in" offer, it's unbeatable—almost irresistible. The ladies love it. It solves storage problem, harmonizes with any setting, and combines beauty with utility. You only need to show it—it sells itself!

It Folds—for shipping and storage purposes. Occupies only about one-third the space required when assembled for use.

THESE ADS, RUN IN JULY,  
PRODUCED AMAZING SALES

# SALES

*This week only!*



GET THIS  
Storage Chest TV-Bench  
**\$19.95** RETAIL VALUE  
at NO EXTRA COST  
—in trade for your old cleaner  
regardless of condition!

**BIG 2 for 1**  
trade SALE

NO DUST BAG TO EMPTY  
of course!

SAVE \$19.95  
THIS WEEK 2 FOR 1  
TRADE-IN SALE!

NEW Super-Powered  
**EUREKA**  
Roto-Matic Cleaner

EXCLUSIVE  
Attach-O-Matic  
CLIP-ON TOOLS

LOOK AT THE PRICE  
**\$69.95**  
Complete with DeLuxe Cleaning Tools  
\$70 to \$30 LESS THAN COMPARABLE CLEANERS  
YOU SAVE THIS ON CLEANER ALONE!

NO OTHER CLEANER  
HAS ALL THESE FEATURES AT ANY PRICE!

- NO DUST BAG TO EMPTY
- INVEL-TOX TOP CLEANS ALL OVER
- EXCLUSIVE ATTACH-O-MATIC
- ADJUSTABLE SHROUD
- SUPER SHINE

YOU Get this Beautiful  
**\$19.95** STORAGE CHEST  
TV-BENCH  
For Your Old Cleaner Regardless of Condition



SENT TO YOU

HERE'S HOW  
YOU GET  
**Trade-Ins!**

# Counselor

THE SCALE THAT  
*tells the truth*  
ANNOUNCES  
THE BIGGEST  
NATIONAL  
ADVERTISING  
CAMPAIGN  
IN SCALE  
HISTORY!



INCLUDING  
FULL PAGE, 2-COLOR ADVERTISEMENT  
THE SATURDAY EVENING  
**POST**  
DECEMBER 12th ISSUE  
AND  
HALF-PAGE, IN COLOR, NOVEMBER 28th

*plus*

LIFE

NOVEMBER 23 — Half-Page in Color  
DECEMBER 7 — Half-Page in Color

BETTER HOMES & GARDENS  
NOVEMBER — Full Column  
DECEMBER — Half-Page in Color

HOUSE BEAUTIFUL  
NOVEMBER — Full Column  
DECEMBER — Half-Page in Color

SUNSET  
NOVEMBER — Full Column  
DECEMBER — Page in Color

GOOD HOUSEKEEPING  
NOVEMBER — Full Column  
DECEMBER — 2-Columns in Color

*the dial lights up!*



Model 239  
Retail \$7.95  
Denver, West, 50c higher

**COUNSELOR**  
Scales

THE BREARLEY CO.  
ROCKFORD, ILLINOIS

## NEW PRODUCTS



WILCOX-GAY Hi-Fi

Wilcox-Gay Corp.  
79 Washington St.,  
Brooklyn, 1, N. Y.

Model: Recordio Grand automatic push-button tape recorder No. 3F40 and 41.

**Selling Features:** A 2-speed, dual-track magnetic tape recorder; maximum recording time 2 hrs. on both tracks of a 7-in. reel at 3½ in. per sec.; "prestomatic" push-button keyboard controls all services; push-pull beam power amplifier capable of delivering 6-watts undistorted output; 12-in. wide-range permanent magnet speaker mounted in a bass reflex acoustic chamber; full range variable tone control may be rotated for maximum brilliance to deep rich base tone; separate radio-phono-TV input jack offers low-level recording through a retractable extension cord wired to rear of cabinet; an a.c. receptacle is also located at rear for plug-in of record player attachment or radio; easy-view neon indicators show "normal" and "overload" recording levels; visual index counter; "record lock" button; fast forward and reverse winding mechanism that operates 10-times normal speed; main recording unit is mounted on sliding "hide-a-way" drawer which can be closed while tape is being played back; cabinet in walnut (3F40) or limed oak (3F41), is 30-in. high, 22-in. wide.



CBS-COLUMBIA Hi-Fi Radio-Phonos

CBS-Columbia, Inc.,  
3400 47th Ave.,  
Long Island City, N. Y.

Models: 2 new AM-FM radio-phono combinations have been added to line.

**Selling Features:** Both models feature the high-fidelity CBS 360 sound system which incorporates 2

speakers and 2 sound outlets to create "hemispheric" sound. Cabinets available in mahogany or blond finish.



ZENITH Hi-Fi Phonos

Zenith Radio Corp.,  
6001 W. Dickens Ave.,  
Chicago, 39, Ill.

Models: A new line of Zenith hi-fi phono combinations.

**Selling Features:** Each model features the Cobra-Matic record player with stroboscope indicator that permits visual adjustment of turntable to play all makes of records at precise speed they were recorded; phono pick-up, audio amplifier and speaker are all matched hi-fi components to give true hi-fi reproduction; amplifier is equipped with dual range tone control to give any shading and blending of tone desired; Cobra tone arm redesigned with new pressure-sensitive hi-fi pick-up coupled to needle tip through neoprene rubber shock absorbing element; light weight; floating action and flexibility of needle picks up everything in record with minimum wear and surface noise. Dual range tone control: 1 knob for treble, the other for bass.

No. 1213 type speaker has new Zenith hi-fi cone with 13 oz. Alnico magnet.



V-M Phonos

V-M Corp.,  
Benton Harbor, Mich.

Models: New 1953 line of VM phonos and record changers includes 6 portables.

**Selling Features:** No. 990 features a folded horn speaker (4x6 in.) in lid for fine tonal reproduction; plays records all speeds and sizes automatically; tamper-proof tri-o-matic spindle; 2 replaceable sapphire needles—one for 33½ and 45 speeds, the other for 78 rpm.; amplifier has 2-tubes plus rectifier.

V-M Jewel case No. 121 portable phono; weighs 7 lbs.; 3-speeds; plays all speeds and sizes; 4 in. speaker; 1-tube amplifier plus rectifier; also available in red satin or green.

Deluxe portable No. 986 has ad-



justable tone chamber to suit room size; automatic 3-speeds; 2-tube amplifier plus electronic rectifier; 5x7 in. PM speaker; gray and rose tweed or brown leatherette case; includes a 45 spindle with clip-type receptacle in lid; Siesta switch and Lazy-Lite rejection while lid is lowered.

No. 151, 3-speed manual portable has 4x6 in. Alnico 5 PM speaker; 2 tube amplifier; plus rectifier.

No. 972 table phono. in Clemrose and Burgundy; features Siesta switch, jamproof mechanism; tri-o-matic spindle; plays all speeds, sizes automatically; Alnico 5 PM speaker; 2-tube amplifier plus rectifier.

Several new non-amplified models and hi-fi changers, a 45 spindle attachment, and a PA system rounds out line.



DYNAVOX Phonos

Dynavox Corp.,  
Long Island City, N. Y.

Models: Dynavox portable phonos for 1953-4.

**Selling Features:** No. 504, with 3-d in sound is a deluxe 3-speed automatic portable that plays all sizes in all 3 speeds with lid closed; diatonic 4-tube push-pull high gain amplifier; VM, 3-speed automatic changer with floating lightweight pickup arm for tracking on all grooves, automatic stop, turnover crystal cartridge with 2 osmium point styli and heavy-duty 8-in. PM Alnico V speaker with a 3.6 magnet; full-range tone control with variable volume control; wood cabinet with split lid; 2-tone leatherette cover.

No. 306, 3-speed portable features a 5-in. speaker in front with outside grille backed with acoustic baffle; high gain amplifier with variable tone and volume controls; hi-fi twist crystal pickup arm with 2 needles for standard and LP records; leatherette covered cabinet,

In all the world,  
***ONLY DEXTER***

offers a  
***Twin-A-Matic***  
washer!



**THE DEXTER COMPANY**  
FAIRFIELD, IOWA

**EXCLUSIVE!**  
No Other Washer  
Like It!

**UNMATCHED  
PERFORMANCE!**

The Dexter Twin-A-Matic gets clothes clean,  
faster than any other washer—including auto-  
mated—in all the world, no other washer like it!

**POWERFUL  
SALES ADVANTAGES!**

You have no competition when you're a  
Dexter dealer, because only Dexter has the  
exclusive sales feature of 2 washers in 1. The  
Dexter Twin-A-Matic is unique in all the  
world, no other washer like it!

**HIGH PROFITS!**

High dealer profit margin makes every sale  
really profitable! And every sale leads to  
another sale because the Dexter Twin-A-Matic  
gives customer satisfaction. In all the world,  
no other washer like it!

**UNEXCELLED  
COMBINATION!**

For extra sales and profits, you can't beat the  
combination of the one and only Twin-A-Matic  
Washer, a full line of home laundry equip-  
ment including the world's finest wringer and  
a continuous proved promotional pro-  
gram in all the world, no other profit com-  
bination like it!

**WRITE FOR  
COMPLETE DETAILS**

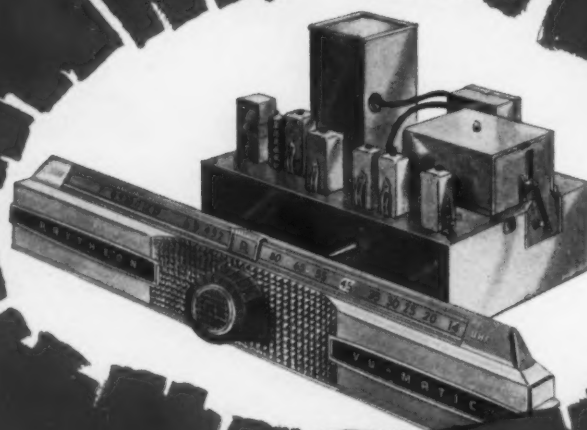


# "Here's the 1954 Raytheon with TV's newest technical

**RAYTHEON ENGINEERING LEADS AGAIN WITH ALL-NEW  
VU-matic Control—A GREAT, EXCLUSIVE SALES FEATURE**



## VU-matic Control



**THE WESTMINSTER,**  
UC-2403. Deluxe 24"  
console in mahogany  
finish. Also, Model  
UC-2404 in Limba wood—  
blonde finish.

**HERE THEY ARE**—Raytheon's top ten for 1954! The great Continental Line, designed to look best, perform best. Built by the world's largest producer of UHF television receivers. Backed by over 25 years of electronic experience. Equipped with VU-matic Control, the greatest single stride forward in today's TV. Seeing's believing—and that's exactly what your customers will do. You'll see for yourself!

*Remember, too, Raytheon's popularly priced, fast-selling Suburban Line of TV sets. A second big sales and profit line by Raytheon.*

"GREATER PICTURE  
POWER IN  
FRINGE AREAS"



## LOOK 1954-ward with RAYTHEON TV

RAYTHEON MANUFACTURING CO., TELEVISION AND RADIO DIVISION, 5921 WEST DICKENS AVENUE, CHICAGO 39, ILLINOIS

# Continental Line

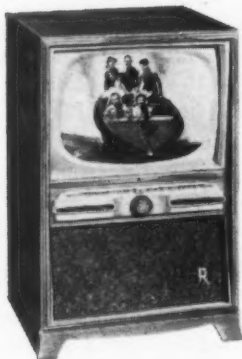
## advance!"

Important advantages of this revolutionary engineering development

- ① One knob tunes all 82 VHF-UHF channels  
... *automatically*
- ② Switches in the VHF or UHF antenna  
... *automatically*
- ③ Selects the proper VHF or UHF circuits  
... *automatically*
- ④ Switches in two extra UHF amplifiers  
... *automatically*
- ⑤ Shuts out annoying picture interference  
... *automatically*
- ⑥ Electronic shielding stops radiation  
... *automatically*

6 ENGINEERED REASONS WHY  
RAYTHEON'S SURE TO BE THE SEASON'S  
MOST TALKED ABOUT BEST SELLER

\*Trademark



**THE CARLETON, UC-2139.**  
21" console. Mahogany finish.

"AMAZING 82 CHANNEL  
TUNING ON  
ONE DIAL"



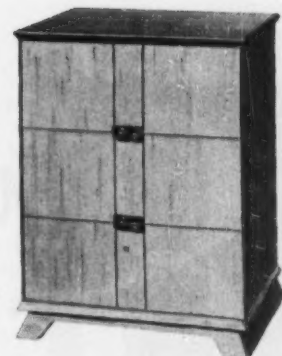
**THE CONCORD, UM-2133.**  
21" table model in gray leatherette.



**THE FAIRMONT, UC-2144.**  
21" genuine mahogany console with full doors.



**THE WHITCOMB, UC-2141.**  
21" console. Mahogany finish.

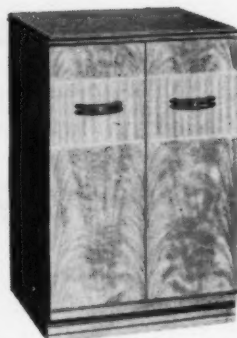


**THE IMPERIAL, UC-2406.**  
Exceptional 24" console with full doors in Limba wood—blonde finish.

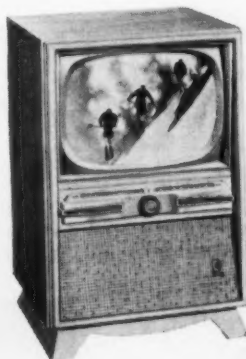
"TROUBLE-FREE TV  
FOR YEARS TO COME"



**THE SAXONY, UM-2135.**  
21" table model in mahogany finish. Also, Model UM-2136 in Limba wood—blonde finish.



**THE MAYFLOWER, UC-2145.**  
21" console in Limba wood—blonde finish. Full doors.



**THE BILTMORE, UC-2142.**  
21" console in Limba wood—blonde finish.

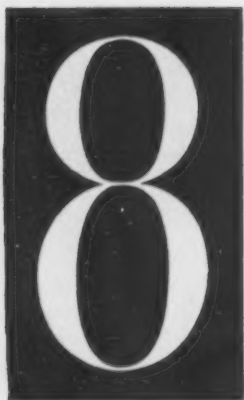


**THE WALDORF, UC-2405.**  
Superb 24" console in mahogany finish with full doors.

"VU-MATIC CONTROL  
MEANS FINER,  
TRUER PICTURES"



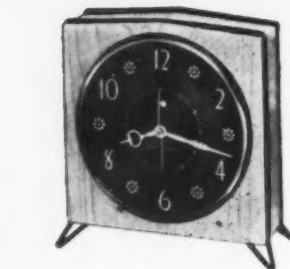
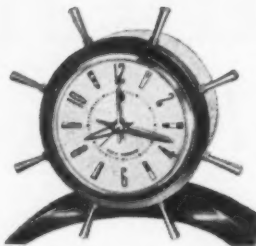
*Built FOR TODAY...  
Designed FOR TOMORROW*



## New, money-making Clocks

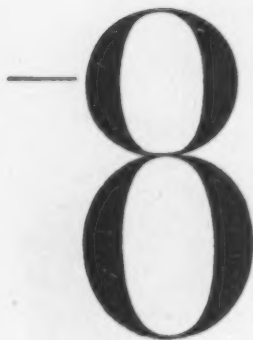
### 2 ALARM CLOCKS

Smart new models designed to lift alarms out of the "utility" class. For table or desk, in bedroom or living room—so attractive that many of your customers will want to buy them to replace clocks in use.



**The Penthouse**—Meets the great demand for wrought iron stylizing. Cherry or blond wood in black wrought iron frame. 6" square. Electric alarm, \$14.95.\*

**The Rudder**—Brass spokes on ship's wheel. International Signal Pennants in four colors. Electric, bell alarm, \$10.95.\*



## New, exciting Styles

### 3 STRIKE CLOCKS

Space-saving is the keynote in today's home fashion trend. Seth Thomas' answer is the smallest strike movement ever made in America—in distinguished cases... dramatic in overall effect... adaptable to a wide variety of locations and uses.



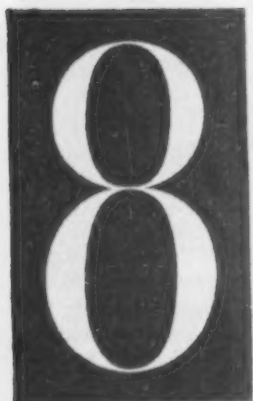
**The Rhythm**—Finished in blond with sable-brown dial, or mahogany with silvery dial. Raised numerals and hands of brass. 6 1/4" square. Electric, \$24.95.\*



**The Woodbury**—Cherry finish for fast sales. Stylized black numerals, scrolled hands, and black-footed base. 7" high. Electric bell strike, \$29.95.\*



**The Sharon Echo**—Early American design. Maple or mahogany finish. 11" high. Electric, \$22.50.\* With strike for hours and half hours, \$29.95.\*



## New additions to America's most complete line...

### 3 WALL CLOCKS

Modern decorative trends are building a growing demand for wall clocks. They dress up the entire wall... give the room a bright accent. These stimulating Seth Thomas wall clocks help you sell a clock for every room.

## Seth Thomas

Take a good, long look at these brilliant new clocks. See what Seth Thomas has done for you—design-wise and price-wise—to put clocks back in the front rank of gifts-for-the-home. They're styled expressly for today's smaller rooms and more casual décor. They're priced for immediate sales—in a moderate range that means many hundreds more prospective buyers right in your own neighborhood. And they're Seth Thomas quality through and through.

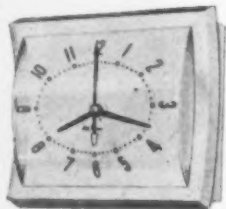
To back you up, Seth Thomas is pre-selling each of these new clocks for you. Full-color advertisements are appearing in BETTER HOMES & GARDENS and LIVING FOR YOUNG HOMEMAKERS right straight through your fall and holiday selling season. Focus the force of this campaign on your store with local tie-in advertising and display. It's easy to sell Seth Thomas® clocks—styled and priced for contemporary living.



**The Prestige**—A Provincial beauty. Hand-painted golden Toile design on claret red, forest green or jet-black. 10 1/4" high. Electric, \$8.95.\* 8-day key-wound, \$14.95.\*



**The Destiny**—Transitional design. Ivory and silvery dial, scroll hands. Blond or mahogany finish. 10 3/4" high. Electric, \$16.50.\* 8-day key-wound, \$22.50.\*



**The Breeze**—Crisp new design for the kitchen. Aqua, coral, yellow and white. 7 1/4" high. Electric, \$6.95.\*

\*Reg. U. S. Pat. Off.  
†Plus Tax. Prices subject to change without notice.

## Seth Thomas Clocks

THOMASTON, CONN., DIVISION GENERAL TIME CORP.



AUGUST, 1953—ELECTRICAL MERCHANDISING

# TRADE REPORT



TED WEBER, JR.

News Editor

*Inter-Office Memorandum* • MCGRAW-HILL COMPANIES

TO: Sam Deak FROM: A. J. Nathan

LOCATION: New York LOCATION: Florida

SUBJECT: The Credit Market DATE: July 8, 1953

There has been a tightening up of consumer credit here in the past two or three months but it has not been noticeable. The trend is certainly in this direction. Dealers find the problem more bothersome than critical. It seems they are always finding somebody to take the blame. My contacts say they don't believe that many dealers here last sales because of this situation although they point out that sales finance companies are getting pretty shrewd about accounts. There is no one getting out of the consumer credit here tightened up lately.

*Inter-Office Memorandum* • MCGRAW-HILL COMPANIES

TO: Sam Deak FROM: Frank Math

LOCATION: New York LOCATION: Cleveland

SUBJECT: The Credit Market DATE: June 28, 1953

In Cleveland there has been a noticeable tightening of consumer credit. There are many more rejections now, one distributor told me. Another distributor told me that on loans obtained from a discounter program he has had 40 to 50 deals rejected that would have been approved. In Columbus dealers don't favor plan now. In Fremont credit is extremely tough. Many dealers are not spending a lot of time trying to sell anything. One light at a moment's glance that the credit situation is not as tight as it was a month ago.

*Inter-Office Memorandum* • MCGRAW-HILL COMPANIES

TO: Sam Deak FROM: Edward Stinson

LOCATION: New York LOCATION: San Francisco

SUBJECT: The Credit Market DATE: July 6, 1953

The entire area of the West is feeling the effects of a "hard money" period. Interest rates here have gone up generally, but there is no indication that this has had any effect on the sale of durable goods. The more important problems are these:

- 1) There is a serious shortage of money available for loans of any nature.
- 2) Banks seem to prefer to put out \$2000 on one sale contract rather than \$500 on each of ten salesmen-furnished loans. They are eliminating their paper.

Reports like these from all over the country indicate that . . .

## The Credit Squeeze Begins To Hurt

In Los Angeles last month one of the West Coast's largest television chains lost five big sales because of credit troubles.

In Chicago, an appliance industry leader accused some of the nation's financiers of withdrawing capital and showing "a marked lack of confidence" in the appliance credit field.

And a Washington distributor, commenting on appliance credit, noted that there were as many reposessions during the first six months of 1953 as during the entire year of 1952.

Stories like these were being heard in every section of the country. Industry gossip was studded with terms like "credit squeeze", "tight money", and "bank crackdowns". Dealers everywhere were looking for answers to questions like these:

Has there been a tightening of consumer credit?

If so, what's the reason behind it?

What does it mean to the dealer?

What are the prospects for the future?

Here are the answers ELECTRICAL MERCHANDISING editors got to these questions from bankers, finance company executives, economists, and leading dealers themselves.

**The Situation.** In the past several months there has been a noticeable retreat from appliance financing on the part of banks. Frequently they have turned to auto financing, business ventures, bond buying and local crops and industries.

Most of those banks still giving appliance paper are doing so reluctantly. They want only prime risks. Some are hiking their credit rates. Most of them are imposing more stringent

terms, including short term payments, quick reposessions, and no non-recourse plans.

The five sales lost by the Los Angeles TV dealer were the result of a crackdown by a bank and finance company. They refused to provide consumer credit paper unless the purchaser had held his present job for one year. This amounted to a major obstacle in Los Angeles, where job-jumping in the big aircraft and defense plants is not unusual.

The pressure was being felt in many areas. A Cleveland disc jockey who asked listeners to call up for free home trials had about 40 potential credit buyers turned down—buyers who would have been approved a few months before.

The situation as a whole was spotty; some areas complained that the tightening of credit by banks was "serious"; others that it was only "bothersome"; but most dealers agreed it was a lot tougher to find easy credit sources now than at any time since the easing of Regulation "W".

**The Reason.** When the Eisenhower administration came into office, it was pledged to stabilize the dollar and curb inflation. A series of government

monetary policies has made it difficult for banks to sell bonds without taking a loss; at the same time credit buying has gone up, yet there is less money for banks to loan. In the hopes of discouraging borrowing, the Treasury Department has permitted interest rates to rise, which has tended to create a "tight" money market.

Thus the banks want to put what money they do have into investments that will bring the greatest return with the least amount of effort. Example: It is no harder to collect on an automobile purchase than on appliance paper, so some banks prefer to finance one \$2000 auto loan rather than ten \$200 appliance loans.

In addition to the broad economic picture there are those who believe the blame lies at least partly with irresponsible dealers. This is the opinion of Wallace Johnston, president of NARDA. In a recent address to the NARDA mid-year meeting in Chicago, Johnston blamed the sudden failure of a "series of notorious cut-price business houses" for helping scare banks out of appliance financing. The failure of some food plans are also cited in this regard.

A few dealers are of the opinion that many communities have been

sold up to 80 percent on most appliances, leaving only the replacement market and the bottom of the credit structure—the low income groups and the poorest risks. Other observers have pointed out that good credit risks for low saturation items can be found, if the dealers will go out and look for them.

**The Effect.** Despite the crackdown by banks and finance companies, there is still plenty of paper available to reliable dealers and consumers. Some of the big national appliance financing firms are taking up the slack at a rapid rate. An executive for one of the biggest firms reported his salesmen were being warmly received by dealers who had once given them a cold shoulder.

The vice president of a finance firm said his company's business was up about 33 percent over last year and he was "very bullish". He contended that banks never really were in the appliance financing business, and once they had skimmed the cream off the top in appliance credit, they were no longer interested.

"We have always been conservative so we don't have to change," he said.

A third finance company executive pointed out that his firm had been able to take on new consumer paper (from dealers who were finding bank credit had dried up) because appliance sales hadn't been up to expectations this year. The falling off in sales left this firm with uncommitted money which it was using to finance sales from dealers who had heretofore been using banks.

One highly-regarded West Coast

No single daily newspaper reaches even half your Chicago-area prospects. It takes Two. For greatest unduplicated coverage, one must be the...



CHICAGO  
**SUN-TIMES**

211 W. Wacker Dr., Chicago • 250 Park Ave., New York

READERSHIP CONCENTRATED WHERE MOST OF THE BUYING IS DONE!

REPRESENTED BY: SAWYER-FERGUSON-WALKER CO.,

LOS ANGELES, SAN FRANCISCO, PHILADELPHIA, DETROIT, ATLANTA

HAL WINTER CO., MIAMI BEACH



As hot weather spread across the country in late June and early July scenes like this one on New York's Madison Avenue could be duplicated in many a metropolitan area. Room air conditioners were moving out of dealer's hands almost before they could be moved inside the store. No one was inclined to argue about it: air conditioning business was once again phenomenally good and name brands were acutely short in some areas.

—the industry was still dependent on hot weather for volume sales

—despite shortages retailers were slashing list prices

—not all brands were in short supply; some of the newcomers to the field and some lesser known brands were still available despite the hot weather. Didn't this indicate, some people wondered, that the industry's productive capacity was nearing the point where it would take more than hot weather and cut prices to produce good business?

The industry could stand an answer to that question.

This dealer said he felt banks had not tightened up as much with the established, responsible dealers.

What this West Coast dealer was saying may have been true—but by last month some dealers were being pinched so hard by tighter credit they were having a hard time seeing the rosier side of the picture.

tion, that "at this particular time it's just a business squeeze."

Trouble is, some dealers were complaining, a squeeze that gets too tight can be mighty uncomfortable.

**The Prospects.** Whether the credit squeeze is here to stay is still a matter of conjecture. One economics expert cited the nation's 26-billion-dollar consumer debt as proof that credit is overextended, and he predicted it probably would be several years before the average responsible consumer could take on any more paper. But other observers disagreed with this theory.

For the present anyway, one thing was clear to the dealer: he would have to sit back and take a good look at anything that involved credit—even if it sometimes meant turning down customers whom he could have sold a few years ago.

# 6 Reasons Why

# Wilson IS THE FREEZER LINE FOR YOU

**NEW 1953 WIFE SAVER**

Temperature control for speed-up freezing.

extra-fast freeze section with its own inner door.

every shelf a freezer plate—no need to shift foods.

easy-to-get-at shelves keep things see-able, reach-able.

whopping big inside—holds 550 lbs. of food.

tiny floor space—scarcely more than a card table.

pull-out bin for wrapping materials.

easy-to-see warning signal.

convenient front-opening door.

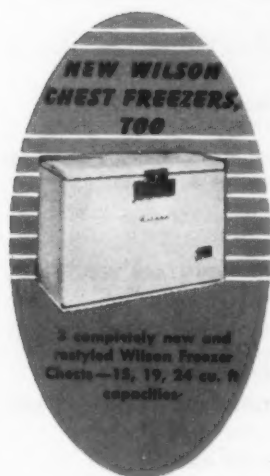
handy pockets for frozen juices.

beautiful Dulux finish with trim in blue and gold colors.

holder bars keep packages in.

5-year warranty, &c.

**WILSON ZERO-SAFE UPRIGHT FREEZER**  
Model AF-150. 15.68 cu. ft. capacity.  
Also available in 2 other brand new sizes—20 and 25 cu. ft.



**Wilson**  
**REFRIGERATION, INC.**  
102 GLENWOOD AVENUE, SMYRNA, DELAWARE

## 1. Protected Territory . . .

large enough to insure a profitable business

## 2. Quality Merchandise . . .

made by America's first makers of upright home freezers

## 3. Business-Building Literature . . .

direct mail pieces, folders, broadsides, catalog sheets, display pieces.

## 4. Freezers Only . . .

no side-lines, no tag-a-long products. (Wilson Farm Milk Coolers and Commercial Refrigerators are available on franchise but not mandatory)

## 5. Hard-sell Local Advertising . . .

a complete co-operative campaign for newspapers, radio, etc.

## 6. Good Profit . . .

a really worth-while mark-up

In Wilson, you get everything in a freezer line you could ever ask for . . . **AND Wilson Franchises are available!** Look into Wilson—the line with a future for **YOU**. Write, wire, phone or use the coupon for complete details and franchise availabilities.

WILSON REFRIGERATION, INC., 102 Glenwood Avenue, Smyrna, Delaware

Please send me complete details on Wilson Home Freezers and the Wilson merchandising Plan. I am interested in a  
☐ Wilson Dealer Franchise ☐ Wilson Distributor Franchise

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## "Only Dehumidifier That Shuts Itself Off When Full"



## Viking "Arid-Zone"

"Arid-Zone" is designed to keep your home dry. It's the only dehumidifier that automatically shuts itself off when full. It flashes a warning light, and automatically shuts itself off when full. States Ken E. Greaves of M. Vernon Electric Supply, Mt. Vernon, Ill.



CAN'T SPILL—  
SHUTS ITSELF OFF,  
FLASHES A  
WARNING LIGHT  
WHEN FULL!

"Any place excess moisture causes mold, mildew, rust and warping is a natural for Arid-Zone protection. Arid-Zone's powerful propeller-type fan draws humid air over the cooling coil of a hermetically sealed compressor. When the rust-proof enameled container's full, it's easily emptied without fear of spilling. That's just one of the many reasons this unit's turning dehumidifier prospects into purchasers." **That's the enthusiastic report of Donald Levine of Mar Le Co., Stamford, Conn.**

"We're really going to town with Arid-Zone — the compact dehumidifier that does such a tremendous job. This efficient 55 lb. unit, with sure-grip chrome handles, can easily be carried wherever needed and simply plugged in for instant operation. Fits anywhere, too, as it stands only 18" high. I've no worries if customers want a permanent drain installation, as Viking supplies all the necessary fittings." **E. R. Jorgensen of Lincoln Electric Supply Co., Lincoln, Neb. writes us.**

### Liberal Co-op Advertising Program

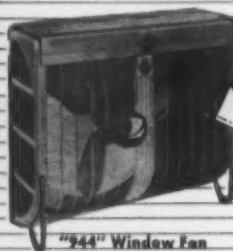
With every Arid-Zone unit, you receive two Vadnit coupons (worth \$3 each) to be used toward one-half the cost of any advertising you pick as most effective for your prospects. Viking's continuing program of powerful selling aids helps pre-sell your prospects and establish your store as headquarters for dependable Viking products.



Room Air Conditioner



Attic Fans



"944" Window Fan



5601 Walworth, Cleveland 2, O.

## Tape Market

By 1960 tape recorders may be as common in the home as radios and phonographs are today.

That's the opinion of Arthur J. Palmer, president of Ampro Corp. He made the prediction in New York last month as his firm introduced two new tape recorders and a matching console speaker.

Although Ampro is bullish on the prospects for tape recorders, the firm isn't overlooking certain obstacles the business must yet hurdle. For one thing, officials told the press last month, recorder manufacturers must get away from the "luggage look" and dress up their units so that they can find a place in the living room. Ampro is confident that his new recorders and the matching speaker stand are a step in the right direction.

A more important obstacle is the limited amount of music available on tape compared to that on phonograph records. But Palmer is bullish on this question too. He expects the popularity of recorders to "snowball" as more are put into use and he predicted that some record companies will switch to pre-recorded tapes as recorders become more widespread. And, said Palmer, if pre-recorded tape companies can get the services of name bands and entertainers, "phonograph manufacturers will face a severe test in the next three or four years."

The industry in 1953 will turn out 300,000 units, double last year's volume, Palmer said: Ampro is aiming at tripling its current sales. Ampro feels it has the inside track on the home market with six out of seven of its low-priced recorders now going into homes. Other firms sell only about 30 percent of their output to the home market, Palmer said.

### Scheduled Meetings

#### INT'L ASSN. OF ELECTRICAL LEAGUES

18th Conference  
Fairmont Hotel, San Francisco  
August 5-8

#### WESTERN ELECTRONIC SHOW & CONVENTION

Civic Auditorium, San Francisco  
August 19-21

#### INT'L SIGHT AND SOUND EXPOSITION & AUDIO FAIR

Palmer House, Chicago  
September 1-3

#### ROCKY MOUNTAIN ELECTRICAL LEAGUE

50th Annual Convention  
Broadmoor Hotel, Colorado Springs  
September 20-23

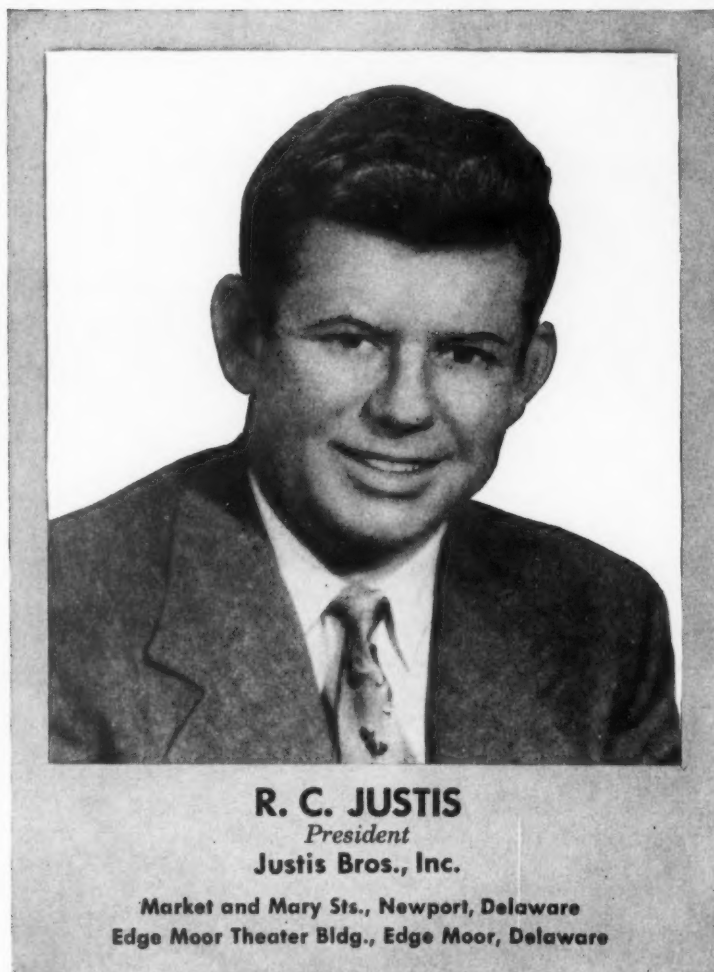
#### CANADIAN ELECTRICAL MFRS. ASSN.

9th Annual Meeting  
Niagara Falls, Ont.  
September 23-25

#### NORTHWEST APPLIANCE AND TV ASSN.

1953 Sales Conference  
The Norelander, Seattle  
September 27-28

# R. C. JUSTIS, DELAWARE APPLIANCE DEALER, TELLS HOW TO RUN PROFITABLE STORE



**ON BONUS GIMMICKS...** "We are in suburban areas. To compete against downtown stores on Dollar Day, we gave away silver dollars for coming into our store and listening to the quality story of the brand names that we 'pushed'. You may think we got a bunch of 'rounders' from an ad of this type, but we don't. To date we have given away approximately 175 silver dollars. We have sold over 80% of the people to whom we have given them."

**ON RELATIONS WITH SALESMEN...** "Several times a year, we put our salesmen's pictures in an ad in the paper. The personal touch . . . does these things: it lets his friends know where he is working; it adds a personal touch to the advertising which will stop the reader even quicker than a big heading reading 'sale' or 'free'; and we find it makes your advertising more effective, providing it is not overdone."

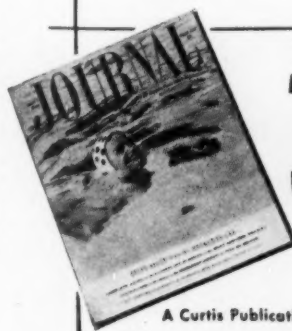
Mr. Justis writes for the sixth edition of "Ladies' Home Journal Appliance Store Success Bulletin." This new service to a group of appliance dealers is condensed each month in this space for the benefit of the entire appliance industry.

**ON ADVERTISING...** "Good advertising is a must. We believe in having a good advertising agent. We have a local radio news program 6 nights a week, at least 2 ads a week in the local paper, and several ads a day in the classified section. We believe in keeping prestige in our advertising. We stress the advantages of buying name brand merchandise. Advertising is another way of building the future of your business, by getting customers rather than sales alone."

**ON PROMOTIONAL GIMMICKS...** "We advertised: 'FREE TRANSPORTATION TO AND FROM YOUR HOME AND FREE BABY SITTER SERVICE UNTIL YOU RETURN.' The results were astounding. We sold 38 television sets in a 24-hour period. Despite the fact that we had several trained nurses scheduled as baby sitters, we did not have a single call for transportation or baby sitters."

**ON GIVEAWAY GIMMICKS...** "We use gimmicks very extensively. A gimmick has got to be good in itself. We have used hot plates, potholders, measuring spoons, egg separators, balloons, screw drivers, thimbles.

"One of our salesmen knocked at a door and gave away one of these thimbles. By following up with next door calls, getting leads from the people he sold, within two months time and in a three block area, he made 21 sales. Not one of these people had so much as inquired about appliances. The following three months, within two blocks of the same area, he had 18 additional sales throughout our territory. All from starting with a 3¢ thimble."



Ladies' Home

## JOURNAL

... the magazine your  
customers believe in!

and now... a

# NEW

opportunity for  
PROFITS with  
HANKSCRAFT

A special group of automatic electric appliances selected to brighten your profit picture. New colorful display cartons . . . improved styling . . . and popular pricing PLUS national advertising and promotion — make Hankscraft your BIG NEW PROFIT OPPORTUNITY!

available for  
immediate delivery  
from these distributors  
**ORDER NOW!**

#### CALIFORNIA

Fresno: Incandescent Supply Co.  
Long Beach: Distributors Inc. of Long Beach  
Los Angeles:

Hoffman Hardware Co.  
Incandescent Supply Co.  
Union Hardware & Metal Co.  
Oakland: Incandescent Supply Co.  
Sacramento: The Thomson-Diggs Co.  
San Diego: Electric Supplies Distributing Co.  
San Francisco:

Dunham, Corrigan & Hayden Co.  
Incandescent Supply Co.  
The Electric Corporation of San Francisco

#### CONNECTICUT

Hartford: Bond Electric Supply Co., Inc.  
New Haven: C. S. Morick Co.

#### DELAWARE

Wilmington: Artcraft Electric Co.

#### DISTRICT OF COLUMBIA

Washington: Malco Wholesalers

#### ILLINOIS

Chicago:  
A. A. Electric Supply Co.  
Capital Electrical Supply Co.  
Co-op Electric Supply Co.  
Dobkin Electric Supply Co.  
Electric Supply Corporation  
Englewood Electrical Supply Co.  
Graybar Electric Co., Inc.  
Hawkins Electric Co.  
Majestic Electric Supply Co.  
Revere Electric Supply Co.  
Rosenwald Electrical Supply Co.  
Steiner Electric Co.  
Triangle Industries Corp.

#### PEORIA

Crescent Electric Supply Co.  
Graybar Electric Co., Inc.  
Quincy: Crescent Electric Supply Co.  
Rockford: Englewood Electrical Supply Co.  
Sterling: Crescent Electric Supply Co.

#### INDIANA

Anderson: Peerless Electric Co.  
Hammond: Graybar Electric Co., Inc.  
Indianapolis:  
Graybar Electric Co., Inc.  
Peerless Electric Co.  
South Bend:  
Englewood Electrical Supply Co.  
South Bend Electric Co.

#### IOWA

Burlington: Crescent Electric Supply Co.  
Cedar Rapids:  
Crescent Electric Supply Co.  
The Van Meter Co.

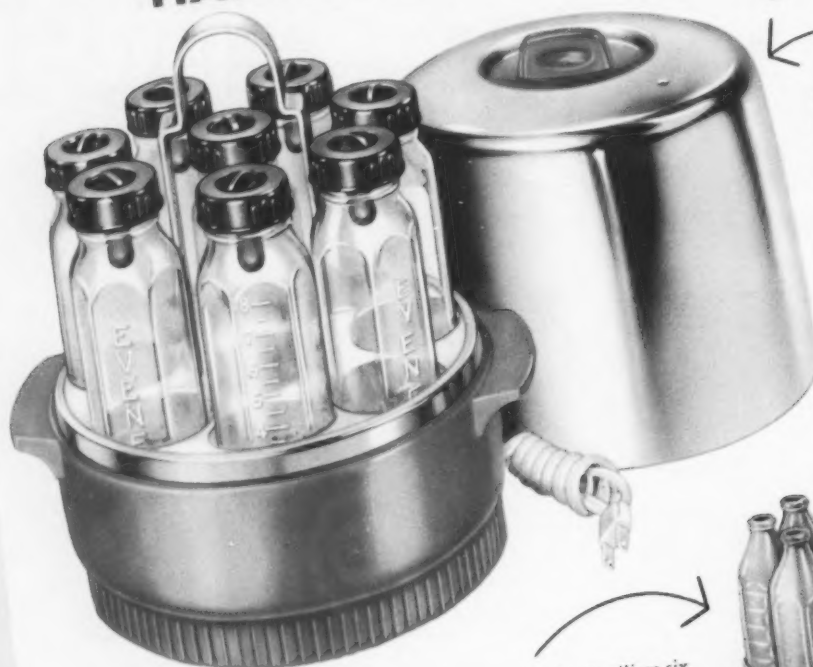
#### DAVENPORT

Crescent Electric Supply Co.  
Graybar Electric Co., Inc.  
Decorah: Crescent Electric Supply Co.

#### DES MOINES

Electric Supply Co.  
Graybar Electric Co., Inc.  
Dubuque: Crescent Electric Supply Co.  
Maquokette: Crescent Electric Supply Co.  
Ottumwa: Crescent Electric Supply Co.  
Sioux City:  
Crescent Electric Supply Co.  
Warren Electric Co.  
Spencer: Crescent Electric Supply Co.  
Waterloo: Crescent Electric Supply Co.

## HANKSCRAFT Sterilizers



**8-Bottle Sterilizer** — Recommended for regular sterilization, or the terminal method . . . bottles, nipples, caps and formula, in one easy operation. Shuts off automatically. Set includes measuring spoons, graduate, funnel, tongs, bottle brush and nipple tray. Non-breaking plastic base with gleaming metal top.

Model 201 Retail \$12.95

Model 200—Sterilizer with cord, nipple tray and bottle rack only Retail \$10.95



**6-Bottle Sterilizer** — Automatic, electric. Sterilizes six baby bottles and nipples in live steam — the method recommended by doctors. Starts quickly and shuts off automatically at the end of the sterilizing period. Complete with cord, nipple jar, and bottle tray.

Retail \$8.95

Model 872-C



## HANKSCRAFT Egg Cookers



**Egg Service Set** — This gaily colored set includes the Model 874 automatic electric egg cooker in gleaming red porcelain with chrome poaching dish, and chrome serving tray. A colorful display item that sells on sight.

Model 1083

Retail \$10.95

**Colorful Egg Cooker** — Prepares delicious eggs — poached, boiled, scrambled or shirred — right at the table! Water in base steams eggs evenly. Current shuts off automatically when eggs are perfectly cooked. Includes glass poaching dish and cord. Fully guaranteed.

Model 874

Retail \$6.75



**NATIONALLY ADVERTISED**  
in these leading publications

THE NATIONAL EVENING  
**POST**

Modern Romances

THE PARENTS' MAGAZINE  
Baby Care Manual

Congratulations

LADIES  
**JOURNAL**

baby talk

**MY BABY**  
AND YOUNG YEARS

Your New  
**BABY**

# HANKSCRAFT

## Bottle Warmers



**Nite-Lite Baby Bottle Warmer**  
— This popular nursery item quickly heats bottle to correct feeding temperature, then shuts off automatically. Translucent base with decorative rim provides a soft glow. Nite-Lite stays on until cord is detached. Pink or blue porcelain finish.  
Model 1093-A

Retail \$5.50



**Automobile Baby Bottle Warmer**  
— This safe, easy-to-use bottle warmer is ideal for parents "on the go." Plugs into cigar lighter, heats bottle quickly to correct temperature in a few minutes. Turns on when bottle is inserted, shuts off when bottle is removed. Shiny aluminum finish.  
Model 1217-A

Retail \$3.25



**Bottle Warmer and Vaporizer** — A new, improved design packaged in colorful display carton. Electrically heats bottle to correct temperature and then shuts off automatically. Handy vaporizer attachment quickly produces medicated steam for baby's relief. Pink, blue or ivory finish.  
Model 1013-C

Retail \$2.50

# HANKSCRAFT

## Vaporizers



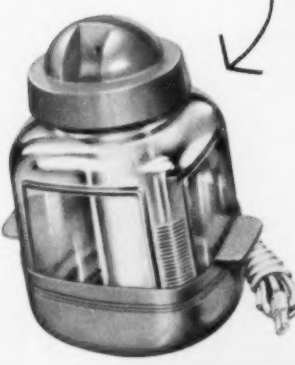
**Plastic Vapor-Master** — Doctors recommend steam for quick relief from cold symptoms. Delivers steady flow of steam for six hours, then shuts off automatically when water is gone. Sturdy, non-breaking plastic construction. Weighs only 3 lbs. Replaceable electric unit. Rubber feet. Makes ideal humidifier for home use.  
Model 1082-B

Retail \$12.95



**NEW Automatic Electric Vaporizer** — Designed and priced for volume sales. Glass jar is not inverted . . . spilling is eliminated . . . a heavy concentration of steam all night is produced on one filling of water . . . steam is directed where needed . . . shuts off automatically when water is gone. In big demand for the relief of stuffy heads, colds, croup, and bronchial ailments.  
Model No. 202

Retail \$6.95



- KANSAS**  
Wichita: American Electric Co.
- KENTUCKY**  
Louisville: Belknap Hardware & Manufacturing Co.
- MAINE**  
Portland: Edwards & Walker Co.  
Hub Distributors, Inc.
- MARYLAND**  
Baltimore: Tri-State Electrical Supply Co.
- MASSACHUSETTS**  
Boston: Hub Distributors, Inc.  
Mass. Gas & Electric Light Supply Co.  
Milhender Distributors  
New Bedford: Mass. Gas & Electric Light Supply Co.  
Springfield: Kravall Hardware Co.  
Milhender Distributors
- MICHIGAN**  
Detroit: Graybar Electric Co., Inc. Morley Bros.  
La Salle Supply Co. Turner Electric Supply Co.  
Flint: Graybar Electric Co., Inc.  
Grand Rapids: Graybar Electric Co., Inc.  
Morley Bros.  
Lansing: Graybar Electric Co., Inc.  
Muskegon: Fitzpatrick Electric Supply Co.  
Saginaw: Morley Bros.  
Traverse City: Fitzpatrick Electric Supply Co.
- MINNESOTA**  
Alexandria: Minnesota Electric Supply Co.  
Duluth: General Electric Supply Co.  
Graybar Electric Co., Inc.  
Kallay-Haw-Thomson Co.  
Mankato: Southern Minnesota Supply Co.  
Minneapolis: General Electric Supply Co.  
Graybar Electric Co., Inc.  
Northland Electric Supply Co.  
S & M Supply Co.  
Sterling Electric Co.  
Rochester: S. M. Supply Co., Inc.  
St. Cloud: Minnesota Electric Supply Co.  
St. Paul: Parwell, Ozman, Kirk & Co.  
General Electric Supply Co.  
Graybar Electric Co., Inc.  
Willmar: Minnesota Electric Supply Co.
- MISSOURI**  
St. Louis: Brown Supply Co.
- NEBRASKA**  
Lincoln: The Kormeyer Co.  
Lincoln Electrical Supply Co.  
Omaha: Enterprise Electric Co.  
Graybar Electric Co., Inc.
- NEW HAMPSHIRE**  
Portsmouth: Mass. Gas & Electric Light Supply Co.
- NEW JERSEY**  
Trenton: Tab Electric Co.
- NEW YORK**  
Albany: Hanzel-Powers, Inc.  
Binghamton: Wahle Electric Co.  
Brooklyn: Hall Mark Electrical Sales Co., Inc.  
Louis Shiffman, Inc.  
Buffalo: Wahle Electric Co.  
Elmira: Wahle Electric Co.  
Long Island City: Graybar Electric Co., Inc.  
New Rochelle: Max Goldman, Inc.  
New York: Joseph Kurzon, Inc.  
U. S. Electrical Supply Co.  
Rochester: Wahle Electric Co.  
Yonkers: Galer Electric Co.
- OHIO**  
Akron: Sacks Electrical Supply Co.  
Cincinnati: The B & B Electric Co.  
The Johnson Electric Supply Co.  
Cleveland: The Allen Electric Co.  
The W. Bingham Co.  
Midland Electric Co.  
The George Worthington Co.  
Dayton: The H. D. Larkin Co.  
Toledo: The Commercial Electric Co.  
Springfield: W and W Electric  
Youngstown: The Hood Electric Co.
- PENNSYLVANIA**  
Allentown: Allen Electric Co., Inc.  
Lancaster: Jno. E. Graybill Co.  
Philadelphia: Philip Cass Co.  
Everybody's Supply Co.  
Rumsey Electric Co.  
West Philadelphia Electric Supply Co.  
York: Jno. E. Graybill Co.
- RHODE ISLAND**  
Providence: Milhender Distributors  
Providence Electric Co., Inc.
- SOUTH DAKOTA**  
Huron: Crescent Electric Supply Co.  
Sioux Falls: Crescent Electric Supply Co.  
Tri-State Electric Co.
- TEXAS**  
Beaumont: Warren Electric Co.  
Dallas: Watson Electric Supply Co.  
Houston: Warren Electric Co.  
Tyler: Watson Electric Supply Co.
- VERMONT**  
White River Junction: Twin State Electrical Supply Co., Inc.
- WISCONSIN**  
Eau Claire: W. H. Hobbs Supply Co.  
Green Bay: Graybar Electric Co., Inc.  
La Crosse: General Electric Supply Co.  
Madison: Crescent Electric Supply Co.  
Graybar Electric Co., Inc.  
Milwaukee: Graybar Electric Co., Inc. Lappin Electric Co.  
Grossel Distributing Corp. Standard Electric Supply Co.  
Hesco, Inc.

**HANKSCRAFT COMPANY**  
REEDSBURG, WISCONSIN

# Win a 7-day all-expense paid trip-for-two to BERMUDA and NASSAU!

**Enter the big RCA Victor Bermuda "45" CONTEST NOW!**

**You could be one of the RCA Victor dealers who  
will be aboard the RCA Victor-chartered "Ocean Monarch"  
when she sails on the gala mid-winter cruise**

## HERE'S WHAT THE WINNERS GET!

- Air or rail transportation from home to New York City and return.
- Double-occupancy outside stateroom (for two persons) aboard the magnificent "Ocean Monarch" (which is exclusively RCA Victor's for the duration of this cruise).
- Superb meals, drinks and all gratuities paid.
- Full use of lavish recreational facilities aboard the "Ocean Monarch."
- Use of the "Ocean Monarch" as a floating luxury hotel in Bermuda and Nassau.
- Thrilling recreation and fun in Bermuda and Nassau.
- Return voyage to New York City aboard the "Ocean Monarch."

## HERE'S HOW YOU WIN!

Complete rules for the RCA Victor Bermuda "45" Dealer Instrument Sales Contest:

- All RCA Victor dealers handling "Victrola" 45 instruments are eligible (contest open to dealers within continental limits of U.S.A. only).
- There will be at least one dealer winner in each distributor area.

• Dealer prize awards will be based on dealer purchases of models 45J2, 45EY2, 45EY3 and 45EY4 from distributors. Their quotas will be set by the distributor, and final determination of dealer winners is in distributor's hands.

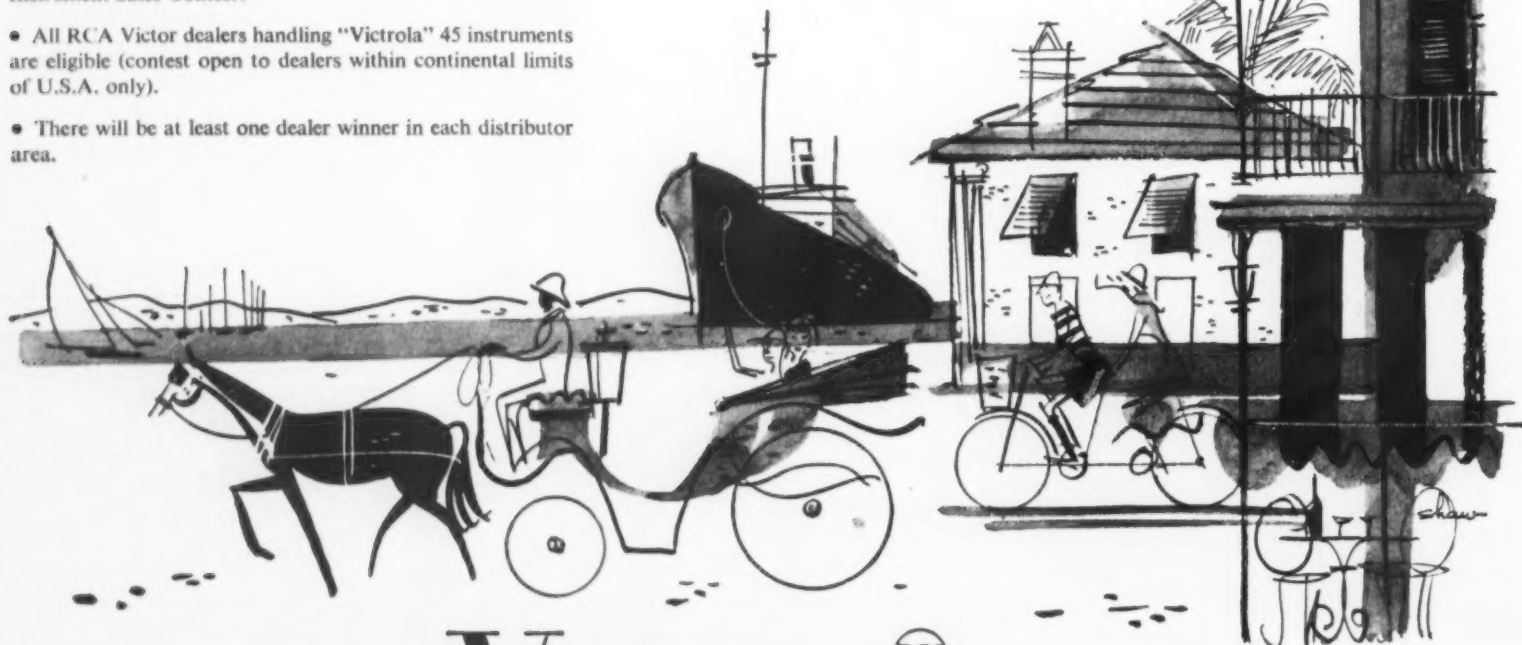
• Dealer winners will be determined by percentage attained against quota for the last six months of 1953 (dealer purchase quotas are set by the distributor).

• Each dealer winner will be provided with one double-occupancy cabin (for two). All cabins on the "Ocean Monarch" are outside cabins and will be assigned by lot.

• There will be no cash refund in lieu of the cruise or of transportation to and from New York City. Stopover accommodations before or after the trip will not be paid for.

Contest began July 1, 1953, and ends December 31, 1953.

Contest winners will be announced early in January, 1954, in time to make ready to board the "Ocean Monarch" in New York, February 6, 1954.



# RCA VICTOR

Tmks. ©

Division of Radio Corporation of America



# These leading

# Brands of Electric and Electronic Equipment

# use **UNILECTRIC WIRING SYSTEMS**

TRADE-MARK

# to Protect Their Products' Reputation

## REFRIGERATORS & FREEZERS

ACE  
ADMIRAL  
ALDEN  
AMANA  
AMC  
ANHEUSER-BUSCH  
ARMAID  
BARKOW  
BELKNAP  
BEN-HUR  
BISHOP QUIK FREEZE  
CARRIER  
COLDIN  
CO-OP  
CORONADO  
CROSLEY SHELVAIOR  
FIRESTONE  
FREEZE MASTER  
GAMBLE  
GIBSON  
GILSON  
GLASCO  
GLEN DALE  
GOODRICH  
HARDER FREEZ BY TYLER  
HOME PROVISIONERS  
MAGIC PANTRY  
HOMESTEAD  
HOTPOINT  
HUDSON  
THE JOHNSON TWENTY  
JORDON  
KING AMBASSADOR  
LA CROSSE  
LECTRO-HOST  
MANITOWOC SUB ZERO  
MARQUETTE  
MARVEL  
NORGE  
PLYMOUTH  
QUICFREEZ

REVCO  
RICH PLAN  
RYAN FREEZ PANTRY  
SERVEL  
SUPRE-MACY  
TORVIC  
UNICO  
UNITED  
UNIVERSAL  
VICTOR  
WESTERN AUTO  
WESTINGHOUSE  
WILSON  
WHITEHOUSE  
ZENITH  
ZERO AIRE  
ZERO FREEZE by RHODES

## COMMERCIAL REFRIGERATION

ACE Commercial Refrigerators  
AJAX Automatic Ice Maker  
ANHEUSER-BUSCH Ice Cream Cabinets  
BAKE-O-BANK Bakery Freezer  
BEV-A-DOR Beverage Refrigerator  
BLOOD BANK Blood Refrigerator  
CHILL AIR Walk In Freezers  
COLDIN Display Cases  
CRYSTAL TIPS Ice Maker  
CUBE MASTER Ice Cube Maker  
FARM-MASTER Milk Cooler  
FOSTER Commercial Refrigerators  
GLASCO Sandwich Unit  
KOOL-RITE Package Refrigeration  
LA CROSSE Bottle Coolers  
MASTER-BILT Milk Cooler  
PERLICK CARBO-MIX Bottle Cooler and Beer Dispenser  
RITEWAY Milk Cooler  
SPEED FREEZE Bottle Beverage and Draft Beer Coolers  
UNITED DRY KOOL Dry Bottle Cooler  
UNITED KOOL MASTER Beer Cooler  
WILSON Farm Milk Cooler

## ELECTRIC WATER COOLERS

HIRES  
KELVINATOR  
LARCO  
OASIS  
PURO  
SUNROC

## GAS AND ELECTRIC RANGES

AUTOCRAT  
DUCHESS  
EAGLE

## HOME LAUNDRY EQUIPMENT

HAMILTON Clothes Dryers  
SPEED QUEEN Automatic Washer

## VENDING EQUIPMENT

BEVMART Bottle Venders  
FRUIT-O-MATIC Refrigerated Merchandiser  
GENERAL Bottle Vender  
GLASCO Pre-mix Dispenser  
IDEAL Bottle Vender  
MILLS Coin Operated Automatic Bottle Venders  
NORRIS Refrigerated Dispenser  
OASIS Juice Dispensers  
THE VENDO COMPANY Vending Machines  
VENDMOR Bottle Venders

## HEATING AND COOLING EQUIPMENT

ALPINE Evaporative Cooler  
AP OILIFTER Fuel Oil Pump  
ARCTIC CIRCLE Evaporative Cooler  
DUO-THERM Oil and Gas Burning Appliances  
IMPERIAL Evaporative Cooler  
LENNOX Oil and Gas Burning Furnaces  
MARVEL Air Conditioners  
MOR-SUN Oil and Gas Burning Furnaces

PALMAIRE Evaporative Coolers  
SNO-BREEZE Evaporative Coolers  
UTILITY Evaporative Air Coolers  
UTILITY Oil and Gas Burning Furnaces  
WATERBURY Oil and Gas Furnaces  
WRIGHT Evaporative Air Coolers

## ELECTRONIC EQUIPMENT

ALLIS-CHALMERS Electronic Induction Heater Control Panels  
ELECTRONIC SECRETARY Automatic Telephone Answering Equipment

## FRACTIONAL HP MOTORS

DELTA  
DOERR  
HOWARD INDUSTRIES  
LEE Governed Speed  
MARATHON  
REDMOND CO., INC.

## MISCELLANEOUS

BELL & HOWELL  
CUTLER-HAMMER  
DE-FROST-IT Refrigerator Defrost Control  
DIAMOND T Motor Trucks  
HEVI-DUTY Heat Treating Furnaces  
LEE Foot Switches  
LEE Home Flour Mill  
MILWAUKEE DIE FILER  
MILWAUKEE PROFILE GRINDER  
NIGHTROL Automatic Thermostat Control  
PAKO Photo Equipment  
POWER PRODUCTS Lightweight Gasoline Engines  
PRIDE OF THE FARM Heater for Livestock Watering  
SANI-HEALTH Dairy Water Heater  
SANI-MATIC Factory Equipment  
STEARNS MAGNETIC Magnetic Brakes and Clutches  
STROB Photographic Equipment

If the appliances you sell are Unilectric wired,  
you can capitalize on this important sales feature.

 **UNILECTRIC WIRING SYSTEMS**  
TRADE-MARK  
Manufactured by  
**UNITED MANUFACTURING & SERVICE COMPANY**  
419 South 6th Street • Milwaukee, Wis.

# Neighborhood News

FOR APPLIANCE DEALERS

PRESENTED BY

*Family Circle*

MAGAZINE



H.G. Hill market of the type located near Corona's Auto-Electric and Home Appliances Corp., New Orleans

## MOST DEALERS PREFER SUPERMARKET NEIGHBOR

The continuing national survey being made by Family Circle magazine has revealed many facts of prime interest to appliance dealers. One important revelation is that 2 out of 3 dealers, in response to the question, "If you were to relocate your store, next to which store in your neighborhood would you want to move?" replied "supermarket or chain grocery." Almost all of these respondents gave customer traffic as the primary reason for their choice. It is certainly true more people are attracted to the supermarket than to any other type of store in a community.

### Every Family Circle Reader A Supermarket Shopper

Family Circle is sold at the check-out counters in all 8080 supermarkets of 14 leading grocery chains. It is bought by the families neighborhood appliance dealers have found to be their best customers—people who live within the 1½ mile radius around the local appliance store. Here is a good reason why more and more appliance manufacturers are advertising their products in the pages of Family Circle. As a dealer or distributor, you can tie in with this advertising by sending for Family Circle's FREE display cards.

## FAMILY CIRCLE LEADS TOP WOMEN'S MAGAZINES IN ADVERTISING PAGE GAINS

Family Circle's advertising revenue for the first half of 1953 soared to an all-time new record—25% over the same period for 1952.

During the same six months, Family Circle leads the five other major women's magazines in advertising page gain over the comparable period for 1952.

These continued increases in advertising volume are proof of the value more and more advertisers place in Family Circle's influence over the brand decisions of 4,000,000 housewife-shoppers buying for their homes.

## 87% of His Customers Live Within 1½ Miles of Store, Anthony Corona Discovers

### Family Circle Survey Shows New Orleans Dealer Where His Best Sales Prospects Are Located

NEW ORLEANS, LA. Anthony Corona, owner of Corona's Auto-Electric and Home Appliances Corp., 2924 Magazine St., here,

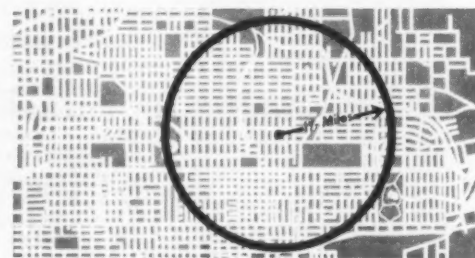


found, just as so many other neighborhood appliance dealers are discovering, he has misjudged the area where his best customers are located. Family Circle's continuing survey of customer concentration showed him that 87% of his customers live within 1½ miles of his store!

Before beginning the survey, Family Circle's researchers asked Mr. Corona how far he felt the majority of his customers lived from his store. To this question he replied "Ten miles or so—I have customers from all over."

Then taking several hundred of Mr. Corona's most recent sales checks, Family Circle's research specialists plotted the addresses on a

street map of New Orleans. When the results were tabulated, the survey proved that 87 out of every 100 of Mr. Corona's customers actually live within a 1½ mile radius of his store.



## 95% OF FAMILY CIRCLE READERS LIVE IN SAME NEIGHBORHOOD

A few blocks from Anthony Corona's store is an H.G. Hill supermarket. The study went on to show that 95% of the housewife-shoppers who buy Family Circle magazine at this neighborhood supermarket live within 1½ miles of Mr. Corona's appliance store. These facts indicate that appliance advertising in Family Circle reaches homes concentrated in the area where Corona's best customers live.

In case after case, Family Circle's continuing national survey shows that 3 out of 4 Family Circle reader-families live within 1½ miles of a neighborhood appliance store. No wonder many of America's largest appliance manufacturers are advertising their products in Family Circle.



Anthony Corona and a customer. 95% of shoppers who buy Family Circle at nearby Hill supermarket live within 1½ miles of Corona store.

## WARING, NEW ADVERTISER, JOINS HOTPOINT, DOMESTIC IN SEPT. FAMILY CIRCLE

Waring Products Corp. has selected Family Circle to feature its Mixer in the September issue. Other national advertisers are Hotpoint ranges and Domestic sewing machines. Sectional advertisers are O'Keefe & Merritt ranges, in Safeway-California, Butt and Weingarten editions, and American Gas Association, in Safeway-California, Northwest and Mountain editions of Family Circle.

### Family Circle Is Sold in All These Grocery Chains and Supermarkets Exclusively:

- ALBERS • AMERICAN • BOHACK •
- BUTT • DIXIE HOME •
- FIRST NATIONAL • GRAND UNION •
- HILL • JEWEL • KROGER •
- RED OWL • SAFEWAY •
- WEINGARTEN • WINN AND LOVETT •

## FAMILY CIRCLE DISPLAYS BUILD CUSTOMER TRAFFIC

Be sure to use Family Circle's free merchandising display cards in your windows. They'll bring Family Circle families—your best customer neighbors—into your store to buy the appliances they see advertised in Family Circle.

**FREE  
DISPLAY  
CARDS  
FOR  
COUNTERS  
AND  
WINDOWS**

MAIL COUPON EARLY! SUPPLIES LIMITED!

Merchandising Dept., Family Circle, 25 West 45th St., New York 36, N. Y.

Please send me the following free display cards with appliance advertisements from Family Circle, September issue:

☐ DOMESTIC SEWING MACHINES...  
☐ HOTPOINT ELECTRIC RANGES...  
☐ WARING MIXERS...  
☐ O'KEEFE & MERRITT RANGES...

No. of cards

Name \_\_\_\_\_  
Store \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



C. K. BAGG, MERCHANDISING DIRECTOR, WARING PRODUCTS CORP

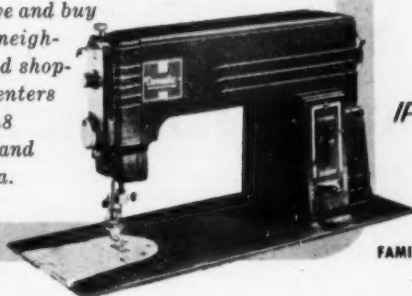
"Waring advertises its Mixer in Family Circle to give neighborhood appliance dealers valuable support, at the local level, among appliance stores best customers. Through Family Circle, Waring reaches 4,000,000 food-buying, food-preparing housewife-shoppers, concentrated in the immediate area around neighborhood appliance stores across the nation."



4,000,000 shopping families will see this Hotpoint range with built-in fryer in their September Family Circle. These families are ideal appliance prospects: 55% own their own homes; median income is 22% above the national average; and, they're concentrated in the 1½ mile radius—the best-customer area—around thousands of neighborhood appliance stores.



Domestic advertises in Family Circle to give neighborhood support to its neighborhood dealers—who sell so many Domestic sewing machines. Family Circle is bought and read by 4,000,000 housewife-shoppers who live and buy in the neighborhood shopping centers in all 48 states and Canada.



### Appliance advertisers using sectional editions of Family Circle:

AMERICAN GAS ASSOCIATION advertises in Family Circle editions sold in all Safeway stores in California, Northwest and Mountain regions.

O'KEEFE & MERRITT advertises its ranges in Family Circle editions sold in all Safeway-California, Butt, and Weingarten supermarkets.

IF YOUR PRODUCT APPEALS TO HOUSEWIVES  
...APPEAL TO THEM IN FAMILY CIRCLE

FAMILY CIRCLE MAGAZINE • New York • Chicago • San Francisco • Los Angeles

Thank you...to all our good customers...  
for the large volume of orders we've received.



"Tilta-Breez", "Porta-Breez"

and window fans

have sold faster

than we could

build them.



We are genuinely sorry we could not get

enough materials to

fill all your orders.

Plans are being

made now for

greater production

next year.



The LAU Blower

Company,

America's most imitated fan line...Dayton 7, Ohio



**RELAXING** between business sessions, NARDA president Wallace Johnston takes time to chat with a member of the fair sex during the Chicago convention.



**ANSWERING** one of many questions directed at him during NARDA meetings is H. B. Price, Jr., of Norfolk, Jr. Joe Lydon, Peoria, listens attentively.



**VISITORS** discuss regional problems. Left to right: Robert and Herb Gullberg of Northwest Radio; and J. R. Westwood of Billings, Mont.

## NARDA: The Shape of Things To Come

Speakers at NARDA's annual summer meeting cover a wide variety of subjects but many of them are concerned with predicting what's ahead for the industry. Their conclusion: there'll be some changes made

Stacked one on top of another, the speeches delivered at the summer meeting of the National Appliance and Radio-TV Dealers Assn. in Chicago last month would add up to a volume many inches thick.

That's why only the most timely of the subjects covered can make news headlines—and this year it was financial troubles and the shape of things to come which attracted the most attention during the NARDA get-together.

Here are representative samples of what leading manufacturers, distributors and dealers told the NARDA members on these topics:

**Harry B. Price, Jr., of Norfolk, Va.,** warned that the "battle of the bigs is on" and said there is nothing that can be done to keep the weak from falling out. Some are being pushed out of business through no fault of their own and nothing can stop the trend. Stability will eventually develop, just as it did in the automobile business. The dealer, Price cautioned, must recognize the manufacturer's side of the story. And the dealer must remember that he will be judged by his capacity to move merchandise at a profit.

**Mort Farr's** advice was to figure sales at retail for 30 days. If this equals the amount of the inventory at cost, a dealer should make a six-time turnover in a year.

The fabulous dealer from Upper Darby, Pa. said that he was worried about production. Manufacturers have gone on a spree and produced beyond the capacity of the industry to sell. Dealers have been bribed with trips, and unwarranted and unjustified credit. The terms set up for October and November may dig the graves for a lot of dealers. Buy wisely, he advised,

buy less, buy often. There is little room to get added profit today, he said, but more turnover may be helpful. The banker has not been the partner we hoped he would be, he stated.

**Harry Alter, Chicago distributor:** Everyone is trying to load up everyone else. Overloading is the greatest price cutting incentive ever given, and so are trips to Paris.

Most left handed dealers are getting out of the appliance business fast. Another 20 percent of the dealers are leaving because of their financial condition. They are not necessarily going broke but fear it. The distributor and manufacturer ranks are becoming thinner. We are going to hear more and more of full line manufacturers, a cancelling out of distributors, and a dropping of brand names. Ten big names eventually will dominate the appliance field.

Exclusive dealerships are not far off, and dealers with them will obtain a reasonable territory protection as a result. Competition will be as fierce as ever but will be different because it will come from other makers. The situation will improve profit margins.

Manufacturers will have to liberalize and make flexible cooperative advertising. No two dealers are alike. One has no location, another has a big outside crew and they get no advantage from cooperative advertising. Every one is hollering for outside selling, and there is not a dime to pay for it, which should come from the cooperative funds of manufacturers.

**Wallace Johnston.** Most closely listened to talk was that of Wallace Johnston of Memphis, NARDA president, who was with a finance company himself before going into his own business.

The dealer today, he said, should analyze his quick assets to see that he has ready cash or liquidity (the same as cash) to fall back on should he have a drop in his business for a 90 or 180-day period.

A dealer should not carry beyond a 30-day supply of any product, Mr. Johnston advised. He should check to see what has been stocked for more than 60 days.

A dealer is kidding himself if he is not 100 percent honest in giving facts to the finance company. The manner in which he gets information on the credit blank has a lot to do with the reaction of the finance company. Too many dealers offer gimmicks or sell terms and put more stress on this than they do on selling appliances. No wonder the finance company holds back 2, 3 or 5 percent of the face of the contract. When capital is lacking in a dealer's financial statement, or when the dealer does not give good service within the warranty to his customers, the finance company holds back their advance as protection to themselves or as a reserve.

Most finance companies or banks will buy openly from a dealer in a ratio of 5 to 1 of his net worth. Say a dealer has a net worth of \$20,000, then the average finance company will take up to \$100,000 worth of his paper from the dealer. When they get this amount they feel they are extended far enough, and begin buying only A-1 credit risks or deals where they are looking solely on the customer's credit and not on the dealer's ability to repurchase. I think, said Mr. Johnston, a dealer should go over his past due finance accounts with the finance company at least twice a month, and check with the salesman who made the sales, inquire about the



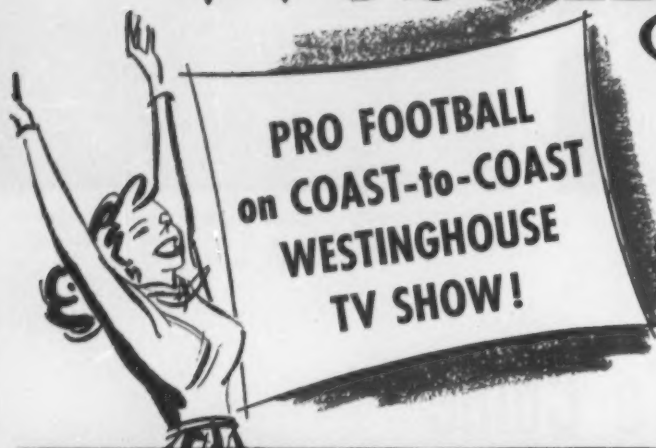
**SECRETS** of success are explained by Evans Moone, of Joske's of San Antonio, left. W. L. Galbreath of Houston, listens.



**COMPARING** notes, during intermission are dealers George Bates of Memphis, left, and Robert C. Justis of Newport, Del.

# Westinghouse '54

## THE LINE WITH THE



Now, Westinghouse kicks off a record-breaking fall merchandising program that tops 'em all . . . for dealer traffic-building . . . for dealer sales-getting . . . for dealer sales profits. Yes, Westinghouse is backing its dealers all through the fall selling season with Westinghouse Pro Football TV Show plus \$100,000 in prizes. And there's a hook that pulls 'em into your

store. They must register at your store for a chance at those wonderful Westinghouse prizes. Make your store headquarters for prizes with new 1954 Automatic Westinghouse Television—hottest TV line of all! Packed with "demo" features and pre-sold by bigger-than-ever advertising. So get set—CASH IN—now!

**PRO FOOTBALL on COAST-to-COAST WESTINGHOUSE TV SHOW!**

**GREATEST TV "DEMO" FEATURE—AUTOMATIC BRIGHTNESS CONTROL**

**Cash in with the Pros!**

**Cash in with Westinghouse!**

# TV AND RADIO

## MOST ON THE BALL!

BACKED BY BIGGEST  
TRAFFIC-BUILDING  
PROMOTION IN THE  
INDUSTRY!

\$100,000 IN PRIZES!  
THE PAYOFF'S  
ON YOUR FLOOR!



The Sonoran, Model 770021 \$499.00  
In stock, The Sonoran, Model 770021 \$499.00



The Sonoran, Model 770021 \$499.00  
In stock, The Sonoran, Model 770021 \$499.00



The Sonoran, Model 770021 \$499.00  
In stock, The Sonoran, Model 770021 \$499.00



The Sonoran, Model 770021 \$499.00



"POWERPAK" RADIO  
Scores high on Impulse Buy

Compact, trouble-free complete radio line,  
styled to sell on sight. Advertised and mer-  
chandised to SELL FAST, MOVE FAST!



The Sonoran, Model 770021 \$499.00  
In stock, The Sonoran, Model 770021 \$499.00

Prices slightly higher in the south and west.

YOU CAN BE SURE...IF IT'S

Westinghouse

# IT'S HERE! Cadillac **QUIK-VAK**

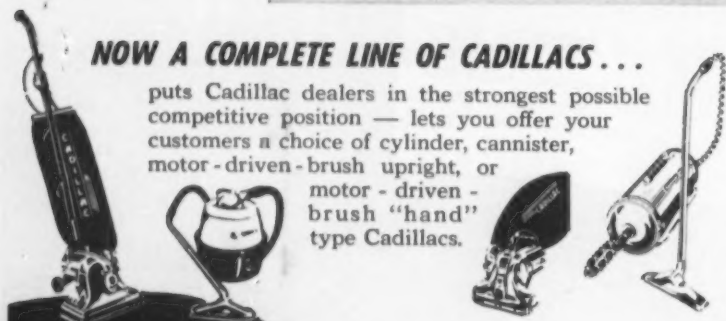
... the cleaner that's "got everything"  
for the homemaker — and more profit per unit for you.



- SWIVEL TOP
- EXCLUSIVE 2-SPEED CONTROL
- SELF-SEALING, DISPOSABLE DUST BAG
- FLOATING-BRUSH FLOOR NOZZLE
- OVERSIZE MOTOR—POWERFUL PICKUP
- REACHES EVERYWHERE—FROM FLOOR TO CEILING
- NO-LEAK FILTER SYSTEM
- LIGHT WEIGHT—EASY TO CARRY

## NOW A COMPLETE LINE OF CADILLACS...

puts Cadillac dealers in the strongest possible competitive position — lets you offer your customers a choice of cylinder, canister, motor-driven-brush upright, or motor-driven-brush "hand" type Cadillacs.



*Nationally  
Advertised to  
Mrs. America*

Hard hitting ads in America's leading magazines are telling homemakers about the new Cadillac Quik-Vak. Be prepared to meet the demand for "America's most beautiful vacuum cleaner." Display it... demonstrate its dirt-getting efficiency. It's packed with purse-opening features.

**CLEMENTS MFG. CO.**

Dept. A, 6650 S. Narragansett Ave., Chicago 38, Ill.

For more than 40 years sold only by reliable dealers and distributors.



**FLEISCHAKER:** To avoid credit troubles, get all the information first.

service on the appliance, to learn all he can about the delinquents. In many cases where he gets too many bad accounts from one particular salesman, he can analyze his faults and correct him.

Right now, said Johnston, deflation appears definitely to be taking over from inflation. Cash on hand will be more and more important. Inventories that were often a source of profit when prices climbed, will tend to be a source of loss when prices decline. "I firmly believe he said, that the changes taking place are healthy for our economy and amount to nothing more than a leveling off process."

Joe Fleischaker of the Will Sales Co., Louisville, whose company sells credit jewelry as well as appliances, discussed means of getting credit information properly. Many firms start their credit troubles by not getting the credit information down on paper right at the beginning, he stated.

Fleischaker advised dealers not to kid their customers. Explain what they must pay, make the terms weekly or bimonthly. Monthly payments are bad, he said. The customer must know the day of the month when the payments start, also when delivery is to be made.

In collections, the firm follows up promptly if the customer misses a payment. At the end of 60 days, the merchandise is repossessed.

Many customers are oversold and overloaded, Fleischaker declared. This must be avoided. Another thing that hurts credit selling is the frequent change of appliance models. It disappoints the customer to see his appliance become obsolete in a few months after he has purchased it and before he has finished paying for it.

Charles A. Jett, Jr., of Lexington, Ky., told dealers of his rental policy. The firm started in 1928, sold white goods only, no small appliances or TV. It has three salesmen, each of whom spends one-half day on the floor every other day. For the last year it has done a volume of \$360,000 in a town which has 19,000 gas meters and 28,000 electric meters. There are 40 appliance dealers in Lexington competing with them and 20 to 25 percent discount is the prevailing rate.

However, the Jett company has increased its gross margin by its arrange-

ment of used appliances. The firm started renting appliances in 1940 and did a \$10,000 year gross the first year on rentals. About 30 percent of the renters are colored, and the average rental is for 18 months. Rental equipment is no more badly damaged, he said, than that sold on time and repossessed. Rentals for appliances are \$10 for the first month, and \$5 for the second month. If they take more than one appliance it is \$7.50 for the first month, and \$3.50 extra per month. These rentals do not apply on sales. In half the cases, the firm has sold the customer the rented device or a new one.

Salesmen are on a 50-50 partner basis on trade-ins. They share the profit and loss. The policy keeps the salesmen from wanting to give discounts. One objection: a salesman will sell a trade-in when often the prospect should have bought a new item.

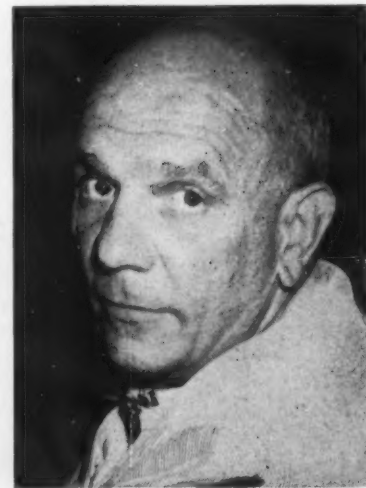
Frank Freimann, president of Magnavox, in discussing the reasons for short discounts on television, pointed out that half of last year's television sets were table models at the lower end of the line. Advertising is usually on the low priced merchandise, and as a result it has established a value in the mind of the customer.

Dealers need to sell the idea of what an investment of \$300 to \$400 can bring in the way of entertainment. It has been found that people prize their television set more than anything except the house they live in, and the public is able to buy better stuff than is being sold. The industry is selling itself short, Freimann said.

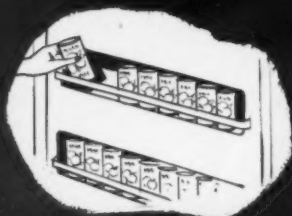
Some of the stumbling blocks in the way of selling television have been charging for a 90-day service guarantee, exaggerated claims and advertising, and servicing which has been a national scandal. The fact that repossessions on television are lower than on any other items should be a tip to the trade that here is something which can be traded up very easily.

Recommended to the dealers was a look at the possibilities of FHA financing. George Bates of Memphis did one-half of his \$275,000 business volume with FHA. It's cash to the dealer and best for the consumer.

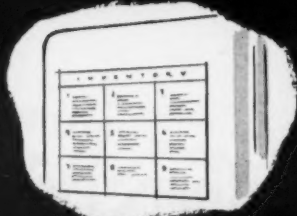
Joe Lydon, F. & H. Power & Appliance Corp., Peoria, Ill., commenting on food freezer plans, said that the



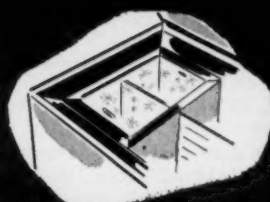
**JETT:** Renting trade-ins helped solve our used appliance problem.



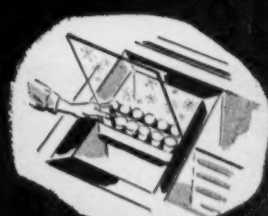
Jiffi-Juice Racks



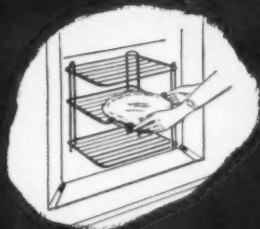
Chalk-Up Chart



Sno-Flake Storehouse



Double-Juice Rack



Portable Pie-Tainer



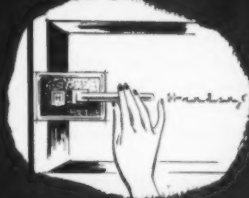
Packaging Pantry



Small Item Guard Rail



Touch-Dial Temperature Control



Lazi-Latch



Warning Light



Eye-Level Accessibility

## Only **HARDER-FREEZ** offers ALL these selling features!

The new *Golden Leisure Line* of Harder-Freez Home Freezers is jam-packed with all these high-powered, new convenience features PLUS an ultra-modern design of sparkling new beauty that brings new glamour into any kitchen! New beauty, new time and work-saving conveniences—a hard-to-beat combination that's fast proving Harder-Freez the "line of least resistance." Built and sold by same company for over 8 years!

With a market that's still a long, long way from approaching saturation, now's the time to examine *your* freezer set-up! If your freezer future appears dim—switch to Harder-Freez, the *freezer line with a golden future*. You'll find Harder-Freez has *everything* it takes to help you cash in on this tremendous new market! Get all the facts, today!



### **HARDER-FREEZ HOME FREEZER**

*the freezer that's 9 ways easier!*



25 Cu. Ft. Upright



15 Cu. Ft. Chest

**DEALERS:** ask for name of distributor in your territory. **DISTRIBUTORS:** a few exclusive territories are available. Call, write or wire—Harder-Freez Division, Tyler Fixture Corporation, Niles, Michigan.

#### **SELL THE COMPLETE**



35 Cu. Ft. Upright



25 Cu. Ft. Upright



20 Cu. Ft. Upright

#### **GOLDEN LEISURE LINE!**



15 Cu. Ft. Upright



20 Cu. Ft. Chest



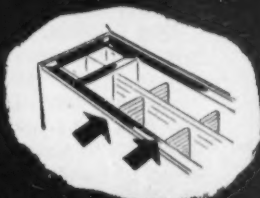
15 Cu. Ft. Chest



Interior Lighting



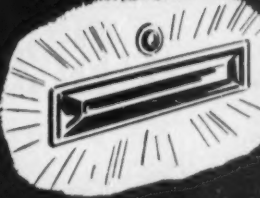
Handi-Lift Storage Baskets



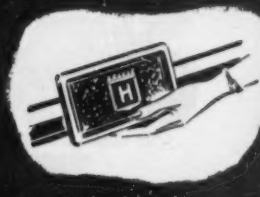
Removable Dividers



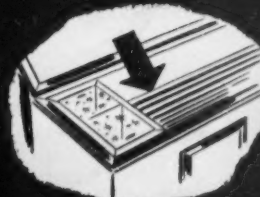
Touch-Dial Temperature Control



Warning Light



Lazi-Latch



Exclusive Center Plate Coil



**GABBERT:** We're going to help sell the public on educational television.

fly-by-night sharpie salesman sold his freezer food plan by dwelling on savings alone. The most important factor which causes Mrs. America to buy a food freezer, he said, is not the savings, but convenience.

Don Gabbert, a NARDA director from Minneapolis, announced the formation of a NARDA Educational Television Foundation. The Foundation hopes to raise \$200,000 by voluntary contributions which would be used to finance a three year program on behalf of educational TV. "We're not doing this for dollars, much as we'd like to have them; we're doing it

because we're going to like ourselves and each other a lot better for having put effort behind educational television's success."

William Wellons, Dunn, North Carolina, Fred Kaiser, Detroit-Michigan Stove Co., P. Eduard Geldhof, Whirlpool Corp., Robert Oliver, manager, appliance specialties, Westinghouse, H. A. Warren, manager of distribution, major appliance division, General Electric Co., Al Robertson, Oklahoma City, C. E. Bartlett, Ruud Mfg. Co., Roy O'Sullivan, Peirce-Phelps Inc., Philadelphia, and Allan B. Mills, merchandise manager, RCA-Victor, home instrument department, also talked at the midsummer session of NARDA at the Conrad Hilton Hotel, June 28 to 30.

## NARDA Plan Backed

Raytheon Manufacturing Co. has announced its support of the stand taken by NARDA listing objectives for manufacturers to consider in building better dealer relations.

In a telegram to Wallace Johnston, president of NARDA, William L. Dunn, vice president of Raytheon's television and radio division, announced he "heartily endorsed" the objectives set forth by Johnston.

The objectives call for the industry to gear production to the market, avoid unhealthy loading practices, more clearly define franchises, and help prevent dealer profit-leakage.

## Father's Pride

sharpens knives professionally  
right at home!

The Cory Electric Knife Sharpener is the gift that's unusual but useful. Just plug it in . . . draw the knife quickly through and zzzzzst . . . your blade is sharpened perfectly!

Sharpens every knife . . . can't hurt any knife.

**CORY**

Cory Corporation, Chicago, Illinois



**47 MILLION PEOPLE WILL  
SEE THIS AD IN COLOR!**  
THIS YEAR FEATURE GIFTS BY CORY!  
Here's where this ad will sell for you  
McCALL'S BETTER HOMES & GARDENS  
FAMILY CIRCLE COLLIER'S AMERICAN WEEKLY

## Prospects and Problems

A falling off in production and in prices can be expected in 1954 say the experts attending the annual meeting of the Lawn Mower Institute

Crystal ball gazers at the first meeting of the Lawn Mower Institute in Chicago estimated that 1953 would see 1.1 million mowers marketed, with a falling off in 1954 to one million. Prices will drop slightly in 1954, it was believed.

Taking a look at future lawn mower business, Vincent Shiely of Toro explained that the family formation rate provided him with a basis for his predictions. As new families are formed, demand for housing rises and lawn mower purchases follow. Family formations will decline in the 1960's, and power mower sales will follow, to an ultimate plateau of about 800,000 units a year.

Price drops are likely because of a decline in engine prices. Aluminum continues to grow in popularity, and lighter weights are coming in, together with lower costs. Fiberglass will probably be used for housings in the near future.

Service Needs. Allen W. Greene, service manager for Reo, said that power mowers receive more abuse than the average home appliance, and require periodic servicing by trained mechanics. About 5,000 shops over the

country are capable of handling both engine and mower repairs. The number, said Breene, is grossly inadequate to service several million mowers a year.

The average customer demands neighborhood repair service, and is unwilling to ship his equipment 50 to 100 miles to a trading area service center. Greene advised service shops not to concentrate on one brand or engine.

Parts jobbers are needed in key trading areas, as well as a workable discount schedule. At present there is no pattern in the industry, he said. The average dealer requires quick service and is able to stock only a limited inventory.

Dealers are falling down in supplying service information at the time of sales. Many continue to sell mowers in the boxes. Some engines are started without oil. Final carburetor adjustments are often neglected. Many dealers never read their operating manual or give them to the customers.

Public Relations Needed. As the association met, every television and radio announcer in the land was talking about the unfortunate ball player



## A Beauty!

that's not just skin-deep!

Here's the new Cory Automatic Coffee Brewer . . . the only stainless steel automatic made! No pitting . . . no rusting . . . no corrosion can spoil its beauty or the flavor of your coffee! The gift that lasts a lifetime!

The Greatest Name in Coffee Brewing

**CORY**

Cory Corporation, Chicago, Illinois



**47 MILLION PEOPLE WILL  
SEE THIS AD IN COLOR!**  
THIS YEAR FEATURE GIFTS BY CORY!  
Here's where this ad will sell for you  
McCALL'S BETTER HOMES & GARDENS  
FAMILY CIRCLE COLLIER'S AMERICAN WEEKLY



## Bounce It!

**Indestructible! Gives perfect coffee for a lifetime!**

Tired of replacing beat-up coffee pots? Try a new Micro Coffee Brewer! All gleaming stainless steel that makes perfect coffee for a lifetime. Won't stain, dent, chip, or break! Rinses clean! Always sparkling bright! Ideal gift!

**MICRO**

**STAINLESS STEEL  
COFFEE BREWERS**

BY **CORY**

The Greatest Name in Coffee Brewing  
Cory Corporation • Chicago 1, Ill.

**6½ MILLION PEOPLE WILL  
SEE THIS AD IN COLOR!**  
THIS YEAR FEATURE GIFTS BY CORY!  
This fall Cory ads will sell for you in  
BETTER HOMES & GARDENS FAMILY CIRCLE  
McCALL'S COLLIER'S AMERICAN WEEKLY



who chopped up his toe with a rotary mower, by yanking one down off a terrace on his foot. One association member said this emphasized the need for an association of power mower makers, which could make clear to the public that a shotgun or a reel type mower could be just as damaging to the ball player if improperly used.

Re-elected for the following year were: T. Bowring Woodbury, Air Capitol Mfrs., president; Sam Briggs, Reo Motors, Inc., vice president; C. Neal Turner, Eclipse, secretary-treasurer; and Harold K. Howe, executive secretary.

### Association Briefs

• G. W. Orr has been named vice chairman of the electric housewares section of the National Electrical Manufacturers Association. Orr, sales manager for the electric housewares division of John Oster Manufacturing Co., is chairman of the sales promotion committee of the section.

• The Rocky Mountain Electrical League will celebrate its 50th anniversary next month with a four-day convention at the Broadmoor Hotel, Colorado Springs, September 20-23.



**OFFICERS** of Lawn Mower Institute re-elected during Chicago meeting last month are: C. Neal Turner, Eclipse, secretary-treasurer; T. Bowring Woodbury, Air Capitol, president; and Sam Briggs, Reo Motors, vice president.

### First Convention

In White Sulphur Springs, W. Va., in early June the Steel Kitchen Cabinet Mfrs. Assn. signified its coming of age with a highly successful annual meeting—the first such meeting held by the young trade group.

Almost simultaneously in Cleveland, however, the man who did more than any other individual to make the SKCMA a working organization died after a long illness. He was Arthur Tuscany, executive secretary of the group. His position in the organization has been assumed by his son, Arthur, Jr., who had been serving as an assistant to his father.

The first meeting away from Cleveland was attended by 45 representatives of steel kitchen cabinet manufacturers. Under the chairmanship of Charles E. Howes, general sales manager of Republic Kitchens, a new slogan—"Cabinet of Steel for Lasting Appeal"—was devised to dramatize the advantages of the product to the public. To back up this program, a brochure explaining the industry was approved by the association.

The booklet, to be distributed in late summer, will give an explanation of the steel cabinet industry, highlights of steel cabinets over wood cabinets, and give a brief history of the Steel Kitchen Cabinet Association. Distribution will be made to home owners, builders, architects, contractors, and other interested parties.

Although the SKCMA has been in operation a year and a half, a change



**THE LATE** Arthur Tuscany, Sr.

of the fiscal year makes the Greenbrier meeting the first annual meeting. Re-elected president was Mike Miller, Miller Metal Products. Elected vice-president was F. E. O'Connor, Geneva Modern Kitchens, Inc.

Group statistics that have been distributed on a quarterly basis concerning production and distribution of kitchen cabinets as a total for the industry will be continued through an outside statistical agency.

The technical committee discussed ways they can work with the Federal Housing Administration in connection with the proposed standards for kitchen cabinets. The committee, under R. W. Sponholtz, Geneva Modern Kitchens, has been contacting range manufacturers about the built-in ranges in some kitchens, and the recommendations of the FHA about the new heights for work area cabinets.



## Get "Coffee Happy"

with perfect Cory-brewed coffee!

Experts all say glass makes the best coffee! And the new Cory is the only all-glass coffee brewer made. There's not even a strip of rubber to change coffee flavor. Get a Cory All-Glass Coffee Brewer to get "coffee-happy"!



Complete with plastic coffee measure and upper bowl safety stand. Only \$5.50 to \$6.95.

**CORY**

The Greatest Name in Coffee Brewing

**14 MILLION PEOPLE WILL  
SEE THIS AD IN COLOR!**  
THIS YEAR FEATURE GIFTS BY CORY!  
This fall Cory ads will sell for you in  
BETTER HOMES & GARDENS FAMILY CIRCLE  
McCALL'S COLLIER'S AMERICAN WEEKLY

Cory Corporation  
Chicago 1, Ill.



**AWARD OF HONOR** is presented to Dr. W. R. G. Baker, center vice president and general manager of General Electric's electronics division, at the close of the recent Radio-Television Manufacturers Association meeting. Presenting medal is A. D. Plamondon, Jr., right. Waiting to congratulate Baker is Leslie F. Muter, chairman of the RTMA annual awards committee.

## TV: Great Days Coming

**Set makers attending RTMA's annual convention are told that TV production in first half of 1953 set a record and that future was "never more promising."**

Production of television receivers is moving forward at a near record rate and the industry can look confidently ahead to years of continued growth, the Radio-Television Manufacturers Association was told recently.

Speaking to RTMA members at the group's 29th annual convention in Chicago, A. D. Plamondon, Jr., said the industry expects to produce approximately seven million TV receivers in 1953. He said the future of the industry was "never more promising."

Plamondon was succeeded as chairman of the RTMA board of directors by Robert C. Sprague, chairman of the board, Sprague Electric Co., Adams, Mass. Glen McDaniel of New York City was named temporary president of the association pending selection of a fulltime paid president.

"With the Federal Communications Commission turning out a steady stream of construction permits for new TV stations, a continuous growth in the TV market can be expected in the years ahead," Plamondon said. "Improvements in TV receivers, including enlargement of the television screen, are stimulating sales even where set ownership is abnormally high."

TV set production during the first half of 1953 was the highest of any first half year since the television boom began, Plamondon said.

In other activity at the June convention the RTMA considered the following subjects:

**Radio Upsurge.** There are good indications of a new breath of life for the radio receiver industry, ac-

cording to Plamondon. Production has continued at a high level. Increasing production of clock-radios helped provide a shot in the arm.

**Service.** The RTMA service committee reported its efforts were concentrated during the past year on increasing the technical proficiency of technicians.

**Failures: Why.** Sixteen manufacturers of electronic equipment and eight distributors failed during the year ended May 30, the credit committee reported. "Inadequate management" was listed as the most common cause of the failures.

**Business.** The RTMA Medal of Honor for 1953 was awarded to Dr. W. R. G. Baker, vice president of the General Electric Co. and director of the RTMA engineering department.

Selection of officers was rounded out with the reelection of Leslie F. Muter, president of the Muter Co., as treasurer; reelection of Dr. Baker as director of the engineering department; reelection of James D. Secrest as executive vice president and secretary; and reelection of John W. Van Allen as general counsel emeritus.

## North Dies

J. E. (Jack) North, 69, long associated with the Electrical League of Cleveland, and retired general sales manager of Cleveland Electric Illuminating Co., died July 1. He joined the Cleveland Electric Illuminating Co. sales force in 1919 in its residential division, later being transferred into the industrial power division. He became general sales manager in 1943.

## Kitchens, Big or Little?

**Home builders should think of space-creation, not space-economy in designing appliance arrangements in modern kitchens, home economists are told.**

"Modern living today means running a home with appliances," said Anna S. Fisher, associate editor, household equipment, *McCall's Magazine*, in a speech before the 44th annual convention of the American Home Economics Association in Kansas City, Mo. in late June.

"Freezers, dishwashers, automatic washers and dryers are as familiar and indispensable as running water," she added.

While the kitchen has practically joined hands with the living room in today's architect-designed, custom made homes, Miss Fisher pointed out that kitchens built by speculative merchant builders with little or no help from architects, home economists or kitchen planning experts have proven far from satisfactory to the home owners. Quoting a recent survey made by the Housing and Home Finance Agency, she said it was discovered that 20 percent of the buyers of present day homes registered protests that their kitchen does not have adequate work space. One-third were not satisfied with laundry arrangements.

"Builders know women look at the kitchen first, and they put a large portion of the building budget into mechanical equipment. This equipment, however, is parked helter-skelter with no regard to refrigerator door-opening, counter-space near the range or room to open other doors. Too much thought is given to space economy, not enough to space creation," she added.

"Equipment makers, endeavoring to solve some of these space problems have introduced smaller ranges (30-in.) and sectional models; redesigned re-

frigerators and freezers to take up less floor space; and introduced a combination washer-dryer," she continued.

According to Miss Fisher, architects who build custom-made kitchens deplore the fact that appliance manufacturers have little or no coordination of measurement standards in building their products. This makes it difficult to combine two or more makes into a workable, well coordinated kitchen.

Miss Fisher predicted that a freezing center will soon join the already established work centers in the kitchen. She also said that the home laundry has definitely moved upstairs out of the basement. She concluded with the observation that few water softeners—an increasingly important household essential—are to be found in many present day homes.

Willie Mae Rogers, director, Good Housekeeping Institute, presided over a homemakers panel entitled "The Buying Homemaker Speaks." During this panel discussion it was revealed that the homemaker has very definite ideas about what she wants in electrical equipment. She would like to see improvements in some appliances, better information on the new fabrics, and better written instruction books as follows:

**Refrigerators.** Larger, easy to clean ice cube compartments; plenty of cross-top storage space; stainless steel shelves instead of glass; more tall bottle storage.

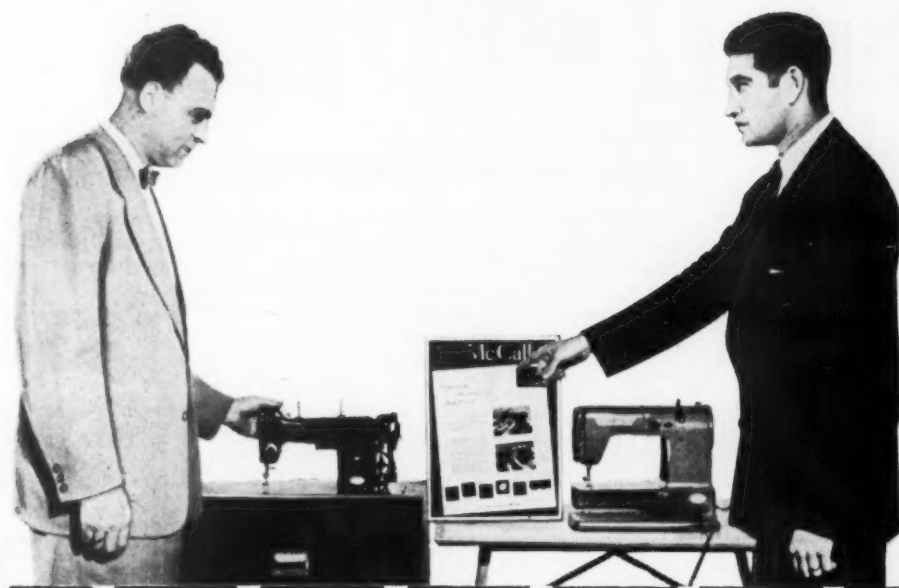
**Ranges.** Easier to clean surface units; four full surface units plus a permanent deepwell cooker; waist-high broiler; simpler controls.

**Repairs.** Faster, efficient repair service, especially on small appliance in



**WHIRLPOOL's** home economist, Bernice Vasey, (right) demonstrates firm's new automatic washer and dryer for Ann Noone, *Electrical Merchandising*, and Sigona Earle, editor, *Forecast For Home Economists*.

# Does magazine editorial sell appliances?



## Necchi-Elna thinks so!

*Merchandising Manager Selden shows retailer Miller new merchandising aid.\**

Merchandising Manager Ralph L. Selden of the Necchi Sales Corporation bought 5,000 poster reprints of an appliance editorial feature from July McCall's. Here he shows Store Manager Leonard Miller (left) of the Necchi Sewing Circle, 379 Fifth Avenue, New York, one good way to put this material to work.

### LOTS OF SMART MERCHANTISERS THINK SO!

So far in 1953, appliance manufacturers and public

utilities have bought over 1,225,000 reprints and blow-ups of McCall's appliance editorials . . . proof of the sales power packed into these pages.

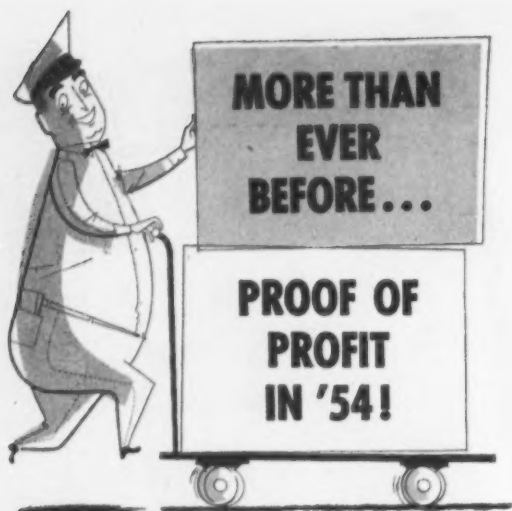
### HERE'S WHY!

1. Only a women's magazine like McCall's can consistently influence family appliance purchases.
2. Only McCall's—with its responsive audience in more than 4,500,000 homes—can do this job so well.

*\*Ask your Necchi-Elna representative for this material.*

# McCall's

... carrying more appliance advertising than any other magazine for women



# Emerson

## with the greatest

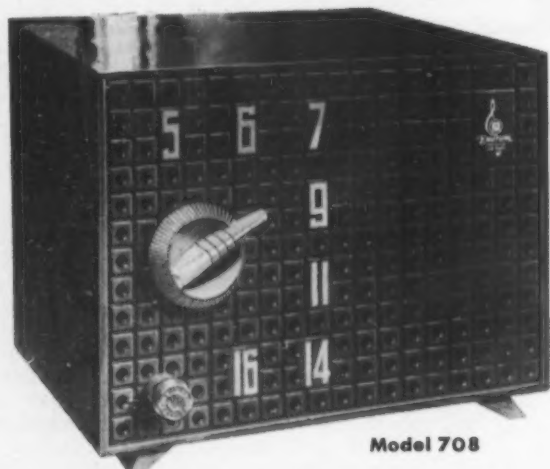


THINK OF IT!  
17 INCH TV **149<sup>95</sup>**

### Model 757 with All Wood Cabinet

Your top TV VALUE of '54! Here is unequalled Emerson performance: "a big picture . . . so clear, so sharp . . . you'll think you're at the movies!" Here is a stunning Emerson cabinet: *not* plastic, *not* metal, but ALL WOOD . . . with scratch and stain-resistant Emersonite finish. It's Emerson "757", a sales sensation at this price, and ready for UHF!

JUST 2 OF 44 NEW EMERSON MODELS! 17", 21" and 27" SCREENS! FRONT and SIDE CONTROL TABLE



Model 708

A RADIO MIRACLE!  
AN *Emerson* AT **14<sup>95</sup>**  
(IN EBONY)

**Power, Tone, Style that Sell!** A full-powered *Emerson*, at the price of "unknown", underpowered sets! Here's super power, "concert" tone, decorator styling! Dependable performance, that sells sets . . . sells you as a dealer.

**Greatest Emerson Radio Ad Campaign in History!** Big ads, many in full color, in LIFE, LOOK, SATURDAY EVENING POST, COLLIER'S and FORTUNE! Plus smash co-op mats, radio scripts, displays!

JUST 1 OF 19 TABLE and CLOCK RADIOS, PORTABLES, and RADIO-PHONOGRAPH COMBINATIONS IN THE '54 EMERSON LINE!



REG. U. S. PAT. OFF.

Over 14,000,000 Satisfied Owners! *Emerson* ... America's Best Buy!

EMERSON RADIO & PHONOGRAPH CORP., N. Y., U. S. A.

# delivers the big **PROFITS** **VALUES** in TV and Radio!



**IMAGINE!**  
**21 INCH TV \$99<sup>95</sup>**

## **Model 765 with Most Space-Saving Cabinet!**

A MOVIE-PERFECT picture . . . so clear, so sharp . . . it SELLS ITSELF. *Plus* Emerson's exclusive **SIDE CONTROLS**—that permit television's most space-saving cabinet. An **ALL WOOD** cabinet, with exclusive Emersonite finish! It's Emerson Model 765, and it's ready for **UHF**!

**MODELS and CONSOLES! OPEN FACE and FULL DOOR CONSOLES! RADIO-TV COMBINATIONS!**

## **YES, VALUE PLUS THE GREATEST DEALER PROFIT MARGIN IN TELEVISION HISTORY!**

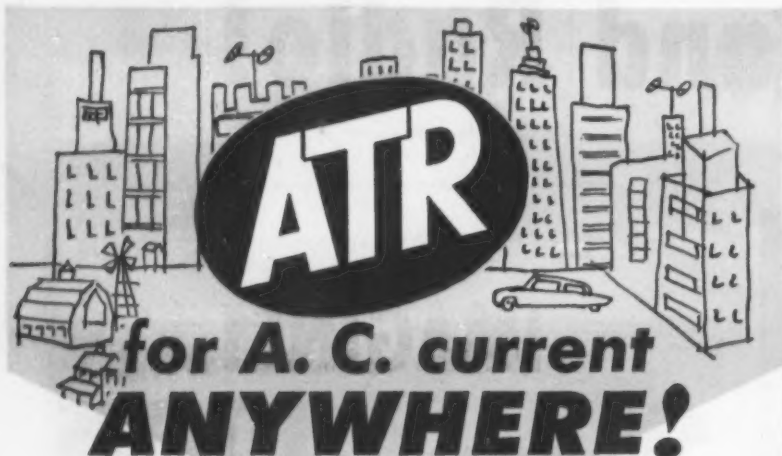
For years the leader in radio **VALUE** . . . and now, in TV too, Emerson sets the **VALUE** pace for the industry! Emerson **MOVIE-PERFECT** performance, priced to produce traffic and sales, for Emerson dealers. Yes, *plus* sales . . . at **PLUS PROFITS**! Because Emerson dealers are armed with the industry's biggest profit margin . . . yes, the biggest profit margins in television history!

## **YES, VALUE PLUS PROFIT and THE MOST POWERFUL AD CAMPAIGN IN EMERSON HISTORY!**

Emerson pulls out all stops in '54 . . . with a consistent, sledgehammer barrage of advertising! Big, week-in, week-out insertions in **LIFE, LOOK, THE SATURDAY EVENING POST, COLLIER'S, BETTER HOMES, TIME, PROGRESSIVE FARMER, SUCCESSFUL FARMING, PARENTS', FORTUNE, EBONY!** *Plus* smash national newspaper ads, and a low-cost co-op campaign to plug your name.

*Proof Again! . . . that **Emerson** is the line with the dealer in mind!*

**Designed for operating A.C. Radios, Tape Recorders, Wire Recorders, Dictating Machines, Electric Razors, Record-Changers, Television Sets, and Amplifiers FROM D.C. VOLTAGES IN AUTOMOBILES, BUSES, TRUCKS, SHIPS, TRAINS, PLANES AND IN D.C. DISTRICTS.**



**AT NEW  
LOW COST**

**\$25.55**  
And Up  
Retail Price

**INVERTERS**

For Inverting D.C. to A.C. . . . Specially Designed for operating A.C. Radios, Tape Recorders, Wire Recorders, Record Changers, Television Sets, Amplifiers, Address Systems, Radio Test Equipment and most small electrical and electronic devices from D. C. Voltages in Vehicles, Ships, Trains, Planes and in D. C. Districts.

Type	Input DC Volts	A.C. Output 60 Cycles	Output Int.	Wattage Cont.	Consumer Net Price
6-LIF	6	110 volts	40	35	\$25.55
12-LIF	12	110	50	35	25.55
* 6-RSD	6	110	85	75	39.25
*12-RSD	12	110	125	100	39.25
32-RSD	32	110	150	100	39.25
110-RSD	110	110	250	150	39.25
*12T-HSG	12	110	250	200	96.45
110AT-RHE	110	110	325	250	56.95

There is an ATR model for most any application.  
\* Available with leather carrying handle  
at \$1.00 additional—optional.



NEW MODELS  
NEW DESIGNS  
NEW LITERATURE

See your jobber  
or write factory

**ATR**



"A" Battery Eliminators, DC-AC Inverters, Auto Radio Vibrators

**AMERICAN TELEVISION & RADIO CO.**  
Quality Products Since 1931  
SAINT PAUL 1, MINNESOTA—U. S. A.

daily use. Now they are kept too long in repair shops.

**Laundry Equipment.** Simpler instructions; prefer stainless steel to plastic parts-covers, agitators, etc.

**New Fabrics.** More information on how to wash, dry clean, sew, iron.

**Freezers.** Food plans are not geared to individual family needs.

**Printed Word.** Exaggerated ad claims defeat purpose. No woman likes her intelligence insulted. Instruction books should have more pictorial, step-by-step instructions such as pattern instructions, which women rarely fail to follow.

**In Buying.** When buying a new appliance, a homemaker wants to know if the manufacturer is going to stand behind his appliance. She is also influenced by satisfied friends; brand equipment she is familiar with as satisfactory; Consumers' Guide; and magazine advertising, in that order.

The four-day exhibit in Kansas City Municipal Auditorium was bigger and better attended than ever. Exhibitors totalled 212 and 57 of them were electric manufacturers.

## Name Fan Winners

Maas Bros., Inc., St. Petersburg, Fla., took top honors in the recent electric fan display contest sponsored by the fan section of the National Electrical Mfrs. Assn.

First prize in the \$2500 contest was a \$1000 Defense Bond. Second honors (a \$500 bond) went to the Philadelphia Electric Co., Philadelphia, and ten other dealers won honorable mention prizes of \$100 bonds.

Theme of the contest was early season selling and display of electric fans; the competition ran from May 1 to

June 1. Winners were determined on the basis of "originality and interest" by a five member board of judges which included: Charles G. Pyle, executive director of the National Assn. of Electrical Distributors, Robert Armstrong, managing editor of ELECTRICAL MERCHANDISING, Glendon Hackney of Hardware Retailer, Arthur Hooper of Electrical Wholesaling and Manny Hoffman of Retailing Daily.

Honorable mention winners included Goldenberg's Dept. Store., Washington, D. C., Georgia Power Co., Atlanta, Public Service Electric and Gas, New Brunswick, N. J., A. Victor & Co., Buffalo, Ohio Edison, Akron, Wiley Rexall Drugs, Miami, Okla., Halliburton's, Oklahoma City, Wolf Electric, Beaver Falls, Pa., Stealy's Appliances, Laureldale, Pa., and the Electric Power Board, Chattanooga.

## Buyers Warned

Oregon labor commissioner W. E. Kimsey has warned buyers of summer electrical appliances to check their wares carefully before buying.

Many defective appliances have been found recently in the stocks of Oregon electrical dealers, Kimsey said. He urged prospective customers to look for the mark of the Underwriters Laboratories, Inc., on each item.

Oregon labor department electricians recently ordered off the shelves of many dealers such items as travel irons, hair driers, fans, barbecuers, broilers, toasters and coffee makers, Kimsey said.

The faulty appliances often had defective or substandard wiring, no marking of voltage, watts or manufacturers names, or did not conform in other ways to the national safety code required by Oregon law, he said.

## Blanket for the Boss



**MILLIONTH ELECTRIC BLANKET** produced by Fieldcrest Mills is presented to Hughston M. McBain, chairman of Marshall Field and Co., by Mrs. Ethel Gilley, an employee of the Fieldcrest mill in Spray, N. C. Mrs. Gilley worked on the first electric blanket produced there in 1947 as well as the millionth.

# SELL THE LINE THAT HAS EVERYTHING!

## MIMAR DYNAFANS Combine Quality, Flexibility, Power and Smoothness at Prices Customers Go For

Winter...summer...fall...or spring, with the complete Dynafan line you're bound to have more sales, faster turn-over, less inventory and more satisfied customers. That's because there are sensational high-velocity Dynafans to cool...warm...or ventilate any part of a home or business structure from basement to roof.

Put EXTRA profits in this year's sales with Mimar Dynafans and heaters! Here are five popular numbers from the complete line. Study the specifications. Note the amazing values. Then get your order in. Wire or write direct today.



### MP 205 TC Deluxe Fan Forced Heater Thermostatically Controlled

Beautifully designed and smartly finished in three dimensional baked enamel plus chrome trimmings. Thoroughly efficient. New thermostat control permits selection of desired degree of heat... controls output ("on" and "off") without further attention. A must for baby's room and wherever constant warmth is desired. Height - 13½", depth 6¼", width 11". Individually packed weight 11# packed 6 to a shipping carton.

List price: \$28.95

### MP 202 Standard Fan Forced Heat

An economy model built to the same general specifications as MP 205 TC but without the thermostat and chrome trimming. Gives unequalled top performance at low cost! Height 13", depth 6¼", width 11". Individually packed weight 10# packed 6 to a shipping carton.

List price: \$18.95

## AND NOW!

### 2 BRAND NEW MIMAR HEATERS TO WARM UP SALES!

### MP 300 A DeLuxe Fan-Heater Combination

Portable, powerful packaged ventilation. Beautifully styled. Versatile - cools, heats, ventilates. 17" high, 10" deep, 14½" wide. Up to 1040 cubic feet per minute. Tilttable.

List price: \$31.95



### MP 212A Fan-Heater

Versatile - cools, heats, ventilates. Perfect for year 'round use. 15 7/16" high, 7" deep, 14 1/4" wide. Ideal for smaller rooms and hard-to-heat-or-cool corners. 350 cubic feet per minute. Fully protected. Tilttable.

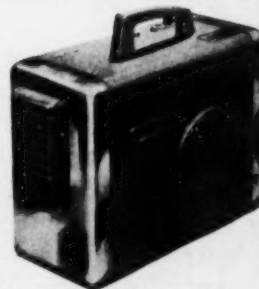
List price: \$24.95



### MP 25 Mimarvel Hair Dryer

The Mighty Mite on your Sales Sheets! Completely versatile. Heater, Dryer, Cooler. Tilttable, portable. Light and handsome. Length 11", height 9½", width 5½". Individually packed weight 8# packed 6 to a shipping carton.

List price: \$19.50



# MIMAR

BROOKLYN 5, NEW YORK

Branches: El Monte, Cal.—Chicago, Ill.

PRICES SLIGHTLY HIGHER WEST OF THE ROCKIES

# HERE'S THE PAIR YOU CAN SELL WITH MONEY BACK GUARANTEE NORGE *Laundry Maids*

ONE HELPS SELL THE OTHER—AND NORGE HELPS YOU SELL BOTH!

Get ready! The big washer-dryer season is just ahead—offering you a golden opportunity in a low-saturation market!

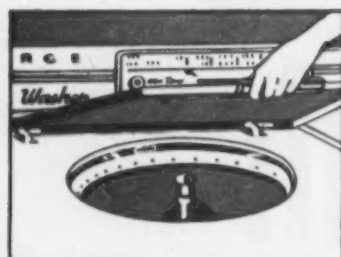
And you can bet you'll ring up more sales faster by featuring the Norge Laundry Maids—the *only* pair you can sell with a factory and distributor-backed 30-day Satisfaction Guarantee. It's a sales persuader that'll soften the toughest prospect!

Why all the confidence? Just this. Norge has the features—the *right* features. Features like exclusive Time-Line control and new Safety Spin. You know what a gold

mine these have made the Norge Automatic Washer! And now with its mate, the new Norge Automatic Clothes Dryer, comes the most exciting feature in dryer history—*4-way selective drying*. Provides safe, gentle drying for every kind of fabric!

So—when it comes to washer-dryer sales this fall, make *sure* you get your share of profits by featuring the new Norge Laundry Maids. Get the full facts on this sensational team and how Norge advertising and local promotions can help you sell. Get in touch with your Norge distributor right away.

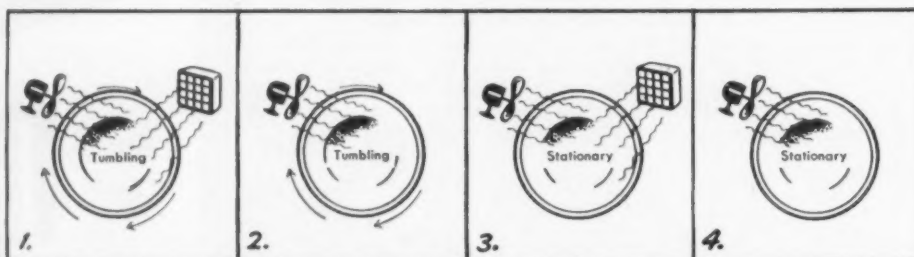
LET THESE FEATURES HELP YOU CLINCH MORE SALES



**EXCLUSIVE!**  
New Safety Spin

**EXCLUSIVE!**  
4-way  
selective drying

Lift lid of Norge Time-Line Automatic Washer during spin cycle, spinning stops. Close lid and spinning is resumed. Yet lifting lid any other time does not affect fill, wash, or rinse actions.

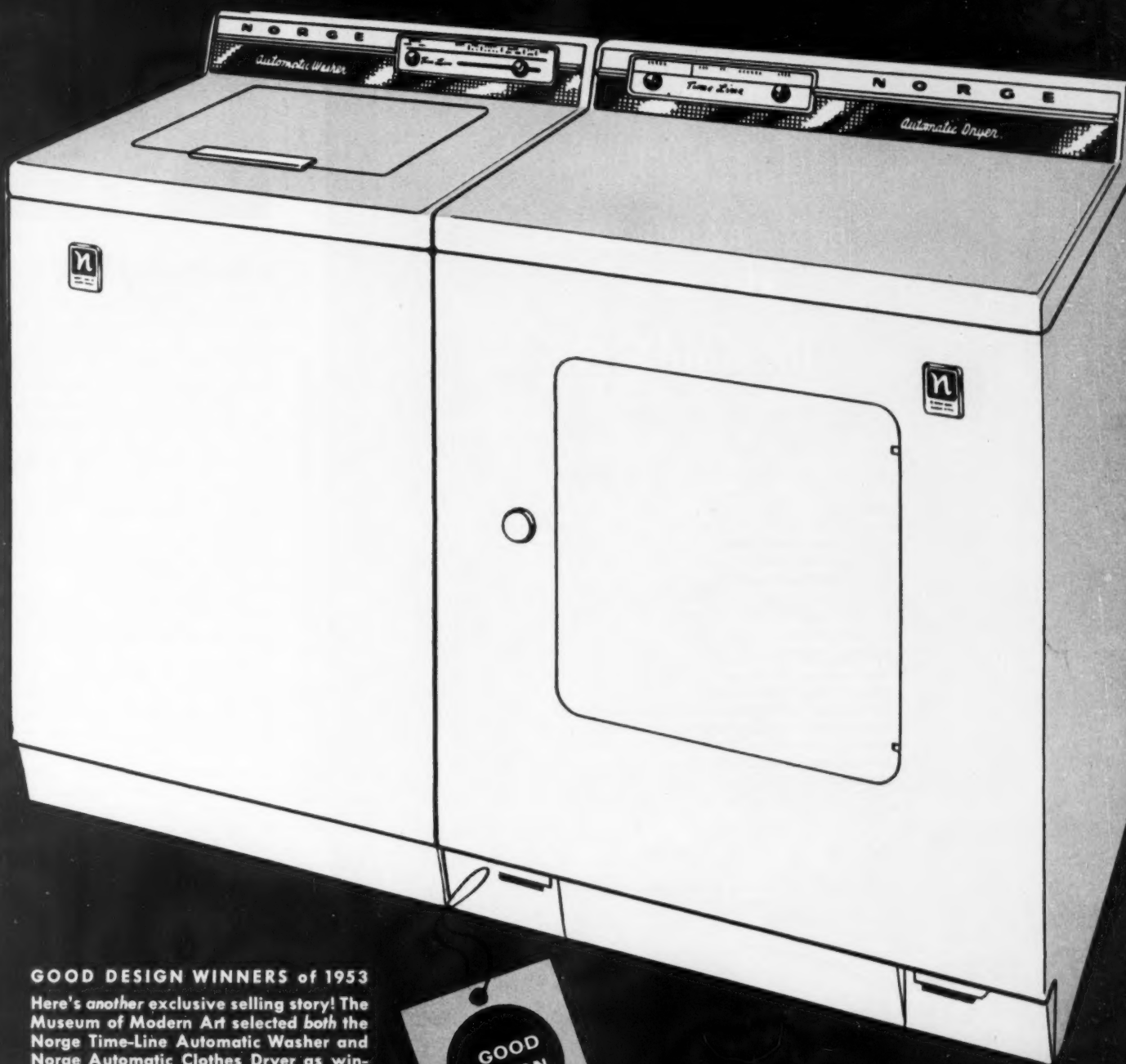


**Heat+Air+Tumbling**  
For the rapid drying of cottons, linens, etc., in the conventional manner.

**Tumbling+Air**  
For drying plastics and other materials that can't stand heat.

**Heat+Air**  
To dry loosely-woven wools or stuffed toys without shrinkage.

**Fan-Blown Air Only**  
For super-gentle drying of delicate, lacy fibers and bulky pillows.



**GOOD DESIGN WINNERS of 1953**

Here's another exclusive selling story! The Museum of Modern Art selected both the Norge Time-Line Automatic Washer and Norge Automatic Clothes Dryer as winners in the GOOD DESIGN competition sponsored by the Merchandise Mart.



# NORGE

*...the value-line  
of home appliances!*

MERCHANDISE MART, CHICAGO 54 • DIVISION OF BORG-WARNER

You can Judge  
**NICHROME**  
 by the manufacturers  
 who use it!  
**TOASTMASTER**  
 McGraw Electric Company

Year after year, the name "Toaster" retains its prestige in the appliance field, prestige based firmly on product quality.

Thus Driver-Harris finds good reason for pride when McGraw Electric Company states: "To help keep Toaster quality at highest level, we use Nichrome wire for heating elements. We find this excellent alloy delivers years and years of trouble-free service—a characteristic which can scarcely be overestimated when it comes to winning friends for Toaster products."

Here are words that contain this important message for you: Where electrically heated appliances are concerned, Nichrome heating elements help to make them tops.

And top-notch appliances mean increased sales, well satisfied customers, powerful aid in the shape of word-of-mouth recommendation—*more money in your pocket*. Yes, you stand to profit when you can say to a prospective purchaser: "Heating elements are made of Nichrome, the famous *heat- and corrosion-resistant* alloy that's the very heart of good appliances everywhere."



Nichrome<sup>®</sup> is produced only by  
**Driver-Harris Company**  
 HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario.



PT. M. Reg. U.S. Pat. Off.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE AND ELECTRONIC ALLOYS IN THE WORLD.

## PEOPLE



### John Hurley Dies

The winter of 1908 was a depression year. The smokestacks of the Hurley Machine Co. in Cicero, Ill., were closed down. Edward N. Hurley, who had risen from a railroad fireman's job, was looking for a new product to sell. He had grown rich promoting pneumatic tools, driven by air.

Leafing through a copy of Popular Mechanics he saw a washing machine driven by an electric motor from an adjoining shelf. Why couldn't we combine this and bring out an electric washing machine, he asked A. J. Fisher, his plant engineer.

That was the year that John R. Hurley, his son, who was to become president of the Thor Corporation, was born.

John, as an infant saw a washing machine sold at the unheard of price of \$125, when hand operated machines were price tagged at \$12. He saw the Thor name spread across the country as a household byword. Thor was growing when he went to Princeton University. He saw his father, Edward N. Hurley, become famous as chairman of the U. S. Shipping Board. Ultimately John Hurley followed his father and his two brothers as president of Thor. During the war he served in the armed forces being discharged as a major.

Out on the rolling prairies around Wheaton, John pursued golf at the Chicago Club, oldest in the Middle West, with a fervor which brought him down to the low scores. He was fond of bridge and detective stories.

Now, those who knew him feel that his quietness stemmed from a knowledge of incipient heart trouble.

He was always gay and saw the humorous side of life. During the period after the war, when motors were short, production was about to be shut down for lack of units. Just at that moment a truck full of motors rounded the corner and John led the cheers that greeted it. Those who knew him will remember his continuous stream of humorous anecdotes, a talent shared by his brother Raymond.

On Sunday, June 21, John R. Hurley died quietly from a heart attack suffered in his home in Lake Forest, Ill. He is survived by his wife, Gwendolyn Guergens, and three children. Adrienne, Joan and Brook, and his brother, Raymond J. Hurley, Thor board chairman, and his sister, Helen Ryan.

## Schoenen Dies

Percy L. Schoenen, former president of Olympic Radio & Television, Inc., Long Island City, N. Y., died June 14. He was 61.

A prominent figure in radio and television manufacturing circles, Schoenen had been associated with Olympic since its founding in 1935. He retired as president of the firm in April of this year.

Schoenen was an active member of the Radio and Television Manufacturers' Association. He was a native of Chicago.

## Lovett Dies

Fremont Leslie Lovett, president of Rockland Light and Power Co., Nyack, New York, was killed June 13 in the crash of a light plane near Warren, Vermont. He was 64.

Lovett also was president of the Rockland Electric Co., Closter, New Jersey, and the Pike County Light and Power Co., Milford, Pennsylvania.

## "Mr. Fan" Retires

John B. Grey, a pioneer salesman of electric fans, retired recently after serving 40 years with General Electric.

Grey, nicknamed "Mr. Fan" by G-E fan department officials, tested the first fans for G-E at Pittsfield, Mass., more than 40 years ago. He sold more fans than anyone else for General Electric.

## Forms Firm

Jules Alexandre is newly-appointed manufacturers sales representative for Brown and Columbia Stoves, Banner Space heaters, Merit deep fryers and rotisseries, Monitor washers, Shur-A-Tone and Howdy-Doody portable phonographs and record players, jewel radios and TV, and Wilkoof gas connectors.

Alexandre recently resigned as vice president in charge of sales for the Duchess Co.

## Opens Workshop

Mrs. Madeline F. Mehlig, well known to Chicago homemakers as "Jane Foster", announces she is opening a home economics workshop in Evanston, Ill. Mrs. Mehlig recently resigned as director of home economics, Commonwealth Edison Company, Chicago.

As originator of the Jane Foster test kitchen, information and lecture services, Mrs. Mehlig is well known for her menus, recipes, homemaking leaflets, cooking schools and ideas for electric kitchens. In addition to nine years with the utility, she was formerly director of the School of Domestic Arts and Science and director of home economics at Northwestern University.

# Smashing all previous sales records!

**TELEGRAM**  
Cleveland: Sold 33 Arvin Early Bird Heater Deals in 3 weeks.

**TELEGRAM**  
Louisville: One salesman sold 32 more Early Bird Deals than last year.

**TELEGRAM**  
Phoenix: Opened seven new accounts with Arvin Early Bird Heater Deal.

**TELEGRAM**  
El Paso: Twelve Arvin Early Bird Deals sold here despite heat and drought.

# Arvin

## EARLY BIRD HEATER OFFER

## Still time for YOU to cash in on big profit-making plan!



John Greer of Loudon, Tenn., one of 38 dealers who bought Early Bird Deal in Tennessee campaign.

## FINDS FAN-HEATER BIG SUMMER SELLER

Loudon, Tenn.—John Greer, manager of Greer Hardware Company, says "the Arvin Early Bird Deal has so many arguments in its favor it's hard to see how any business man can afford to ignore it."

"For instance," Greer explained, "it isn't just a summer purchase of Arvin Heaters for fall selling. That Arvin Fan-Heater is going great guns right now, because it's a whale of a fine electric fan as well as a heater."

"What's more," the manager showed increasing enthusiasm, "it isn't every factory that will make direct shipments to dealers, freight prepaid, as Arvin does on this deal. And to cap the climax, those Arvin people throw in a mighty useful folding rocking chair. That's for free, and I got two of them. I keep one at home for relaxing on the porch, and the other at the store! Yes, sir—you can't beat that Early Bird Deal!"

Shown on the Arvin Merchantman Display, lower shelf, are Arvin Heaters Model 224, Model 5630, and Model 223. Mr. Greer is selling a customer the Model 5130 Arvin Cool-R-Hot Fan-Heater.



Order your Fall stock of Arvin Electric Heaters before September 1 under any of **FOUR PROFIT-PACKED PLANS**—and receive **FREE** a new Arvin Folding Rocker with green canvas seat and white enamel steel frame—light-weight, fast-folding, and useful for dozens of indoor and outdoor occasions.

# FREE

Arvin Folding Rocker  
—part of every plan!

## Your choice of 4 profit-packed plans:

- 1 ONE ARVIN FOLDING ROCKER FREE WITH:** Assortment of 9 or more Arvin heaters, any models, with total shipping weight of 100 lbs.
- 2 TWO ARVIN FOLDING ROCKERS FREE WITH:** Assortment of 18 or more Arvin heaters, any models, with total shipping weight of 200 lbs.
- 3 ONE ARVIN FOLDING ROCKER FREE WITH:** 3 model 6000 Coffee Perks—2 model 3550 Electric Cooks—2 model 2100 Electric Irons—1 model 2300 Electric Iron—1 model 4200 Automatic Toaster—1 model 5630 Heater—1 model 5200 Heater—1 model 5030 Heater.
- 4 ONE ARVIN FOLDING ROCKER FREE WITH:** 3 model 6000 Coffee Perks—2 model 3550 Electric Cooks—plus any 6 of the following heaters: Model 5630 or 5630 Heaters—Model 5030 or 5130 Heaters—Model 5200 or 5230 Heaters.

Arvin pays the freight to your door on all Early Bird orders! Order from your Arvin distributor now!

Electric Housewares Division  
**Arvin INDUSTRIES, Inc., Columbus, Indiana**

# 3 TIMES IN

**... critics voted**

*The Winning Editorial Team*



## **To Our Dealer and Distributor Subscribers**

This is the current **ELECTRICAL MERCHANDISING** advertisement now appearing in the advertising press and directed to the manufacturers of the appliance-radio-television field. We submit it to you for your approval. If **ELECTRICAL MERCHANDISING** is helpful to you in your business, why not tell manufacturers that they can reach you regularly by advertising in it?

Once again **ELECTRICAL MERCHANDISING's** Editorial Team has a prize winner. The January 1952 Statistical and Marketing Issue has been awarded top honors by a panel of critical judges for the best single issue published in the merchandising field during 1952 . . . giving **ELECTRICAL MERCHANDISING's** Annual Statistical Issue a First Award Plaque for the third time in the four years it has been entered in Industrial Marketing's Editorial Achievement Competition.

Naturally we're pleased to win, inclined to celebrate . . . but the really significant thing is the additional evidence confirming **ELECTRICAL MERCHANDISING's** editorial excellence . . . the readership building quality which makes your advertising effective. It took editorial experience, ability and teamwork to bring these marketing facts to life. But the issue didn't just "happen" because, like every issue of **ELECTRICAL MERCHANDISING**, it was a professional job.

**SERVING THE APPLIANCE-RADIO-TV INDUSTRY**

# FOUR YEARS

## **ELECTRICAL MERCHANDISING the best**

An inspection of the Issue should convince you of its year-round reference value to people marketing appliances and radio-TV sets. An examination of the articles on market potentials, saturation and retail sales by months is impressive. These features reflect an accurate, complete picture of the entire appliance-radio-TV Industry . . . and nowhere else is such authoritative information available. But if that isn't enough, more than 30 individual product studies covering saturation, replacements, trade-ins and sales factors are also there . . . all vital marketing information organized to help you learn where you can improve your methods to sell more.

Preparations for this big issue started months in advance when feature articles and market studies were assigned. Tens of thousands of questionnaires were prepared and sent to all segments of the Industry to find out the facts which would be most perti-

nent to people marketing appliances and radio-TV sets. Returns flooded the mails and the big job of editing, evaluating, tabulating and reporting the results began. Significant statistics filled over 100 comprehensive charts and tables . . . all designed to move market information off the pages into the minds of ELECTRICAL MERCHANDISING's readers.

The final result was the product of almost 200 years of combined appliance-radio-TV Industry experience. Consistent editorial performance such as this by ELECTRICAL MERCHANDISING's Editors has given the Industry the right to expect "something extra". Over the years this Industry confidence has not been misplaced. What is even more important ELECTRICAL MERCHANDISING's Editors will continue their efforts to deserve this trust by giving the Industry the marketing facts and the sales-making ideas to move merchandise out of warehouses into homes profitably.



A MCGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N. Y.

## NEW LINES



**IN TWO RIVERS**, dealer Pat Culligan takes the wrappings off of the first automatic washer to bear the Hamilton name. Nearby, company distributors were sitting in on the formal unveiling of the new Hamilton washer line.



**IN NEW YORK**, the new washer and a redesigned dryer are previewed for the press by president Edward Hamilton, left, and J. Ross Moore, developer of the dryer. Hamilton washer line also includes wringer types.

## Hamilton Shows a Pair

Having built a name in the appliance field by pioneering the dryer, Hamilton fills out its lines with automatic and conventional washers.

At 10 o'clock on a recent Saturday morning, Pat Culligan stood in the doorway of Lahey & Watson, Two Rivers, Wis., appliance store, and waited for the minute.

Turning, he pulled the sheet off the Hamilton automatic washer and matching dryer, and became the first retailer in the United States to sell the new line.

In a nearby high school 35 distributors were at that moment getting their first glimpse of the new Hamilton washer line.

Fifteen years ago Hamilton introduced the automatic clothes dryer. Today approximately half of the dollar volume of this oldtime firm comes from laundry equipment. It was to Hamilton, a manufacturer of wood type cases, that J. Ross Moore brought his invention of a clothes dryer. He had dreamed this up as a boy in North Dakota when he used to gather in his mother's frozen laundry, and had his first model working as far back as 1928. Hamilton believed in the Moore idea, and produced it, and pioneered the dryer market. At the convention a citation was given Moore by *Good Housekeeping* for his contribution to the home appliance field.

Announcement was made at the meeting that Hamilton's current dryer models will continue in production but will be offered in a new promotional price range, with suggested retail prices starting at \$199.50. New in the 1954 dryer line are gas and electric models which match the company's new automatic washer.

### Adds Electric Sheets

A new line of electric sheets has been added to the bedcoverings being marketed by Tropic-Aire, Inc., a subsidiary of McGraw Electric Co.

The firm's bedcoverings line now includes blankets in six colors and six shades and patterns of sheets. Promotional materials and merchandising aids designed to give each dealer a complete bedcovering "department" within his store are available. Included are a wrought-iron floor display, a counter display, a self-selling manual, a fact finder and swatch card, full color consumer folders and a cut and mat folder for advertising.

### Last Half Push

A new steam iron, an expanded coffeemaker line and new promotional activities on its other electric housewares will highlight the merchandising activities of Landers, Frary & Clark during the final half of the year.

The program will be backed by a record-breaking national advertising campaign which will utilize 24 magazines and time on the Kate Smith television show over the NBC network.

A special slide film and TV kine-

### New to the Field

The month of June brought hot weather, good business and a new competitor into the air conditioner business.

The newcomer was Muntz TV, Inc. The firm revealed that it was marketing two models on the same factory to consumer basis that it has employed in the television field. Service will also be handled through factory branches.

Although the firm is turning out both  $\frac{1}{2}$  and  $\frac{3}{4}$  ton units, president Earl Muntz said that the smaller models would be sold as leaders and would be produced in limited numbers. The company will emphasize the larger units. The Muntz air-conditioners will have an all fiber glass housing. This reduces vibration, metallic noises and sweating to a minimum, Muntz said.

### New Tape Entry

A completely new portable tape recorder is being marketed by RCA, the initial entry into the consumer tape recorder field for the firm.

Taken out from under the wraps in June, the new machine is competitively priced and features ease of operation, fidelity, lightweight and attractive styling. Packaged in aviation luggage carrying-case and listed operation fidelity, light weight and attractive styling.

scope is being used to tell the story of the merchandising program to Universal distributor salesmen and retailers. In addition, a review presentation book will cover all details of the program.

Expansion of the firm's coffeemaker line to include four models was motivated by results of a survey which indicated that automatic percolators account for 50 percent of all coffeemaker sales, Stanley G. Fisher, sales manager for the electric housewares division said. An improved 10-cup Coffeematic at \$29.95 leads the line with an eight cup Coffeematic and four and six cup automatic coffeemakers filling out the line.

Advertising on the new steam iron will stress the theme "Speeds Up Ironing... Saves on Pressing"; pattern books will be used in this campaign to capitalize on the home sewing market.

The company's promotional activities at Christmas will be built around a Christmas tree display which will also be featured in holiday advertising by Universal.

### Editorial Inspection



**MAGAZINE EDITORS** Hildegard Popper, right, and Charlotte Conway, inspect a new Universal Coffeematic during the company's "day in the country" presentation to magazine editors recently. The city visitors were entertained for the day at Landers, Frary and Clark's New Britain, Conn., headquarters.

### New Angle



**ELECTRICAL** plant singler—which electrically kills roots and ends plant growth—has been designed in Britain for use in sugar beet fields. It was demonstrated recently at the Electrical Research Association's agricultural field station in England. The unit is carried on back of operator and works on battery or direct line. Set emits low amperage-high voltage current through rod while operator completes circuit grounding with attachment on shoe. The unit can be used for various plants.

# This product saved the dishwasher industry

Some years ago, home dishwashing machines were launched into a tremendous potential market. Then, suddenly, the market began to dry up. DISHES WEREN'T COMING OUT CLEAN. Why? Because the cleansing agent and waterborne minerals combined to form washing film . . . which no dishwasher on earth could remove. Mechanical dishwashers got a black eye they never deserved.

But CALGONITE\* gave the industry a new start. Calgonite is a combination of Calgon\* (a water conditioner that eliminates washing

film) and special cleansing agents developed for mechanical dishwashers. The Calgon "ties-up" washing film so the detergent can go to work. Result—sparkling-clean dishes, glassware and silverware. Calgonite keeps dishwashing machines film-free . . . ready to do the good washing jobs they were designed to do.

To make sure that new machine owners get the best possible dishwashing results, leading makers of automatic dishwashers recommend the use of Calgonite . . . and pack a generous sample package in every new

machine that is shipped from their plants. Now THANX\*. . . a new compound developed to eliminate special problems in mechanical dishwashing. A chlorinated sanitizing agent combined with effective detergents, Thanx takes care of all the special extra-duty dishwashing problems. Eliminates water-spotting in troublesome water areas . . . promotes quick-drying, without streaks . . . washes plasticware perfectly . . . removes stubborn lipstick marks and coffee stains . . . keeps machines clean and in perfect working order.

\*T. M. Reg. U. S. Pat. Off.

## Now . . . Two great mechanical dishwashing compounds

### CALGONITE

. . . the finest compound available for regular use in automatic electric dishwashers



### THANX

. . . the wonderful new compound designed as the answer to "special problem" dishwashing



**STOCK...DISPLAY  
CALGONITE and THANX  
FOR EXTRA PROFITS**

**CALGON, INC.  
Pittsburgh 30, Pa.**

# Announcing - *the Steam* **UNIVERSAL**



**SURVEYS PROVE** there are 12 important features women everywhere have asked for and want most in a steam iron . . . and only Universal has them all! It's so easy to demonstrate . . . the most saleable iron you can feature today!

*Here's the Iron you've been waiting for!*

**Check these features against  
any other steam iron!**

- ★ Right or left hand cord
- ★ All 'round bevel edge
- ★ Switches instantly—  
from steam to dry
- ★ No need to empty water
- ★ No guessing—"window"  
shows Steam or Dry
- ★ Wrinkle-proof heel
- ★ All-fabric heat control
- ★ Cool plastic handle  
with dual thumb rest
- ★ Automatic shut-off  
conserves steam
- ★ Instant steam generator  
with self-cleaning valve
- ★ Weighs only 3½ pounds
- ★ 45-minute steaming

**STOCK UP...** *see your distributor today!*



## **RIDE THE PROMOTION!**

- Backed by all-out national magazine advertising!
- Featured on coast-to-coast television!
- Free point-of-sale display!

# *Iron women asked for!*

## STEAM'N DRY IRON

with the  
amazing new

**JEFFY-  
SWITCH**

"CLICK" it's Steam...

"CLICK" it's Dry!

NO NEED TO  
EMPTY THE WATER



**\$18<sup>95</sup>**

Manufacturer's  
recommended  
retail or Fair  
Trade price

**HERE'S EXTRA  
PROFIT FOR YOU!**

Bring your profit up to 41.4% with  
an extra iron at **HALF PRICE**  
when you make your initial  
steam iron order!

# UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



**THE CHICAGO HEAT** worries Lou Cogdell, center, sales manager for James Mfg. Co., and Duane James, right, president. Looking on is Morris O'Hara.



**RELIEF FROM THE HEAT** in the form of a soft drink is enjoyed by L. C. Reese of Armstrong Products. With him is J. Blaine Kelsey.



**COMMENTS** of Everett N. Stiglitz Jr. and Sr., hold attention of Chicago rep R. J. Flanagan, right.

## Summer markets produce

# Lots of Talk---Little Business

The June markets produce lots of back fence gossip—but wary buyers, conscious of lagging sales and afraid of building inventories, place few orders.



**LOOKING IN** on a Whirlpool washer on wheels are John M. Crouse, sales manager, and John Hurley.



**LISTENING** in on a demonstration of a Hallicrafters portable are distributor David Lindsay and W. J. Halligan, Jr.



**FRIENDLY COMPETITORS.** A. L. McCarthy of Eureka and Alex Lewyt pose for the photographer.



**PORTABLE TV** with pillow earphone for quiet listening is demonstrated by Herman S. Sacks, director of advertising for Bendix TV.



**CHAIRSIDE TV** through a remote control unit is demonstrated for June Kitson by Russell L. Baker of Crosley.



**DOUBLE OVEN RANGE** is demonstrated for Tom Nolan of Boston by Jack Plano, general sales manager for L & H.



**BLACK TOP RANGE** is shown to Bette Clarke by Leslie Bushfield, sales manager for Perfection Stove Co.



**SNACK IN THE KITCHEN** is enjoyed by C. K. Reynolds, manager of steel kitchen sales for Republic, and a visitor to the booth.



**TALK IN THE KITCHEN** finds C. Fred Hastings, right, general sales manager for American Kitchens, visiting with regional manager Dale Mikesell.

# Silverline

all channel UHF converter



## Clearer Reception...

Less interference and less cross-modulation allow clearer reception with the SILVERLINE UHF converter. Features straight line frequency dial calibration which eliminates channel "bunching"—makes tuning easier. Outperforms all other UHF converters!

For the finest UHF converter—SILVERLINE!

**General Instrument & Appliance**  
CORPORATION

Subsidiary of GENERAL INSTRUMENT CORPORATION • 829 Newark Avenue • Elizabeth 3, N. J.

2 high Q  
pre-selector  
stages give  
much higher  
selectivity and  
greater rejection  
of unwanted  
signals

## Jay Buys Samson

Samson United Corp. of Rochester has been purchased by the Jay Broiler Co. and Samson products will shortly be marketed as a division of the Jay Broiler Co.

The purchase, made at an estimated cost of several hundred thousand dollars, covers all patents, patent rights, tools, dies, jigs, fixtures, molds, inventory, copyright trade names and material on hand. Samson products to be marketed by Jay include rubber blade fans, auto fans, toasters, irons and table ranges.

Production facilities will be transferred to New York as soon as a suitable factory can be located. Advertising and distribution plans will be announced at a later date. Production is scheduled to get underway sometime before the end of the year, officials of Jay said.

## Packaged Kitchens

A packaged merchandising plan which offers the housewife a scientifically preplanned kitchen has been brought out by the home appliance division of the Murray Corp. of America.

The "homemaking centers" are designed to simplify inventories on distributor level and to offer a kitchen at a definite cost for a definite amount of space.

The centers are available in different sizes, each one grouping the facilities which the housewife uses to do a large share of her work. The plan allows a housewife to select from a dealer the center which best fits her needs and budget and, in a few minutes, find how much it will cost, how much space it will take and what facilities it will contain.

From the dealer standpoint, the plan helps eliminate time consuming and costly kitchen planning. The dealer is also able, through judging the specific size of the center requested, to get an idea of what the customer is prepared to spend for equipment.

The program is being supported by an extensive promotional campaign including merchandising materials, displays and advertising.

## Lux Line Announced

The Lux Clock Manufacturing Co., makers of clocks, alarms, and appliance timers, has instituted a national advertising program for the first time to promote its new line of products.

The new line includes the Luxette, a tiny alarm clock described as the lowest priced 48-hour miniature jeweled alarm clock.

The Lux promotion campaign also will advertise the Minute Minder, a portable timepiece with alarm designed to help homemakers in cooking, washing, and other household chores.

Details of the campaign and the new Lux line are contained in a portfolio which outlines the firm's plans and illustrates the diversification of Lux products.

LONGER ON QUALITY! LONGER ON DEALER PROFIT!  
...and **BIG** IN CONSUMER DEMAND!

*Fully  
Automatic*

# FARBERWARE COFFEE ROBOT



*Elegantly  
Designed*  
in  
handsome  
chrome  
over  
solid brass

Farberware, originator of the automatic Coffee Robot in 1937, stands today without peer in Quality, Performance and Value. Farberware Coffee Robot makes good coffee every time and keeps it just right for drinking hour after hour without any bitter, boiled-out flavor creeping in.

Farberware is truly automatic—thanks to its exclusive flavor-guard feature. There's nothing to set... nothing to forget. That's why it's the most convenient, the most trouble-free automatic coffee maker of them all. That's why Farberware is a pleasure to recommend... and profitable to sell!

**Only Farberware has 3 sizes!**  
**8, 10 and 12 cup \$22.95 to \$28.95**  
(\$1 higher west of Miss.)

**FLASH!** ★ ★ ★ ★

**STARTING SEPTEMBER!**

## FARBERWARE LAUNCHES BIGGEST NATIONAL ADVERTISING PROGRAM

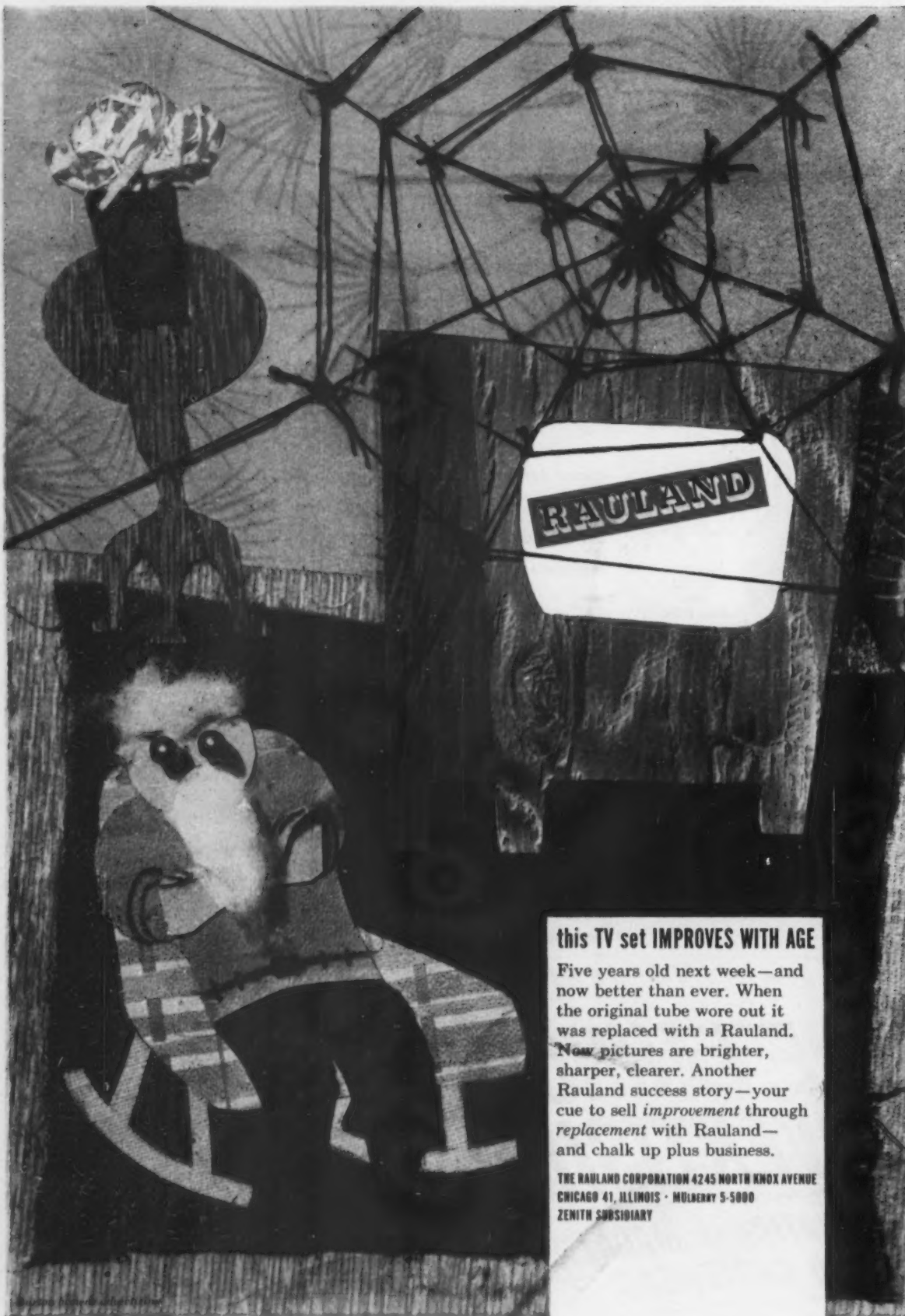
**PAGE AFTER PAGE IN TOP NATIONAL MAGAZINES  
ALL THROUGH FALL AND CHRISTMAS**

Wood, star of the "Mama" program  
S-TV, helps dealers sell Farberware  
robots this fall in all the leading mag-  
azines month after month. Commanding,  
insertions are scheduled for

Woman's Home Companion, Good House-  
keeping, McCall's, Better Homes & Gardens,  
House Beautiful's Guide for the Bride, and  
Brides magazine.

**Sparkling New Tie-in Store  
Displays & Merchandisers  
For Every Dealer!**  
*Colorful*

**Write Us About Farberware's Effective Dealer Tie-In Program—S. W. FARBER, INC., N. Y. 54, N. Y.**



#### this TV set IMPROVES WITH AGE

Five years old next week—and now better than ever. When the original tube wore out it was replaced with a Rauland. Now pictures are brighter, sharper, clearer. Another Rauland success story—your cue to sell *improvement* through replacement with Rauland—and chalk up plus business.

THE RAULAND CORPORATION 4245 NORTH KNOX AVENUE  
CHICAGO 41, ILLINOIS • MULBERRY 5-5000  
ZENITH SUBSIDIARY

## Washers Rolling

Automatic Washer Co. is preparing to speed up production of its new Laundry Queen automatic cycle washer, it was announced recently at the company's annual sales meeting.

Frank Breckenridge, president and general manager, said the new washer is now in production on a limited basis. Production will be accelerated to meet a backlog of orders, he said.

The new washer along with the Automatic Washer Company's new line of Laundry Queen dryers and ironers were demonstrated to the firm's representatives who attended the four-day meeting.

## Big Stick Viewed

An authentic Irish "shillelagh" was imported for display at the recent sales meeting of the Dominion Electric Corp.

The shillelagh, made of Irish black thorn wood and weighing over 20 pounds, was used as a symbol of Dominion's hard-hitting fall selling program. Salesmen wore handpainted Irish linen kerchiefs as identification badges.

The salesmen had a preview of Dominion's new steam-dry iron, chrome coffee-maker, travel iron, flat iron, and automatic heater.

## Look into Future

Preliminary plans for sales of Remington room air conditioners in 1954 were discussed at a recent three-day national sales planning conference at Skaneateles, N. Y.

M. L. Judd, general sales manager, air conditioning division, Remington Corp., told managers from all sections of the country that "sales of Remington room air conditioners for the six months ending April 30th have exceeded by 20 percent the entire sales for 1952."

## Message for 2053



THIS SPECIALLY constructed 80-gallon A. O. Smith "permaglas" water heater has been buried as a time capsule in the floor of a Kankakee, Ill., museum. Bronze plate in the floor advises residents to review contents of capsule in 2053. At left is company engineer Waldo W. Higgins, watching John Krueger deposit documents in the heater.

# TAG YOUR FAST MOVERS...



PHOTOGRAPH BY SARRA

## and you'll find trusted brands build better business!

We'd like to make you a little bet.

If you'll tag a dozen items in your store that have fast, steady turnover, you'll find a dozen recognized brand names.

Such brands are your best sellers!

You know why. Your customers are pre-sold on brands. They come into your store with full confidence

in certain makes. Naturally, brands like that take less time to sell. And your customers walk out pleased with each purchase. (If a complaint should arise, responsible brand manufacturers stand behind you in making good.)

That's why you make more money and more friends, the more you

promote and advertise recognized, responsible brands! Write for free material that can help you establish your store as a *top brand names store* in your community.

### BRAND NAMES FOUNDATION INCORPORATED

A Non-Profit Educational Foundation  
37 West 57 Street, New York 19, N. Y.

Win national recognition with a Brand Name Retailer-of-the-year Award!

# The most important merchandising package in retailing history



## THE SATURDAY EVENING POST'S NEW FREE MERCHANDISING KIT

Here's a new way to capitalize on the proved selling power of the Post. Here is a free merchandising kit designed for your store and based on the sales-producing Post Recognized Value seal. It can increase sales of all the Post-advertised products you sell! Fill out the coupon today—we'll send this colorful kit containing...

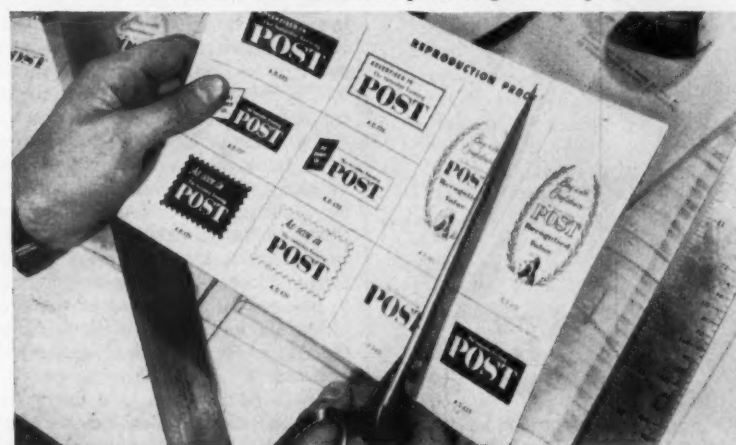
- Window posters
- Easel-backed display cards
- Post Recognized Value stickers
- String tags
- Post product stickers
- Post logotypes for reproduction
- Tested ad-merchandising ideas



**2.** Easel-backed display cards are an important part of every merchandising kit. Paste Post ads on them to create excitement at point of sale.



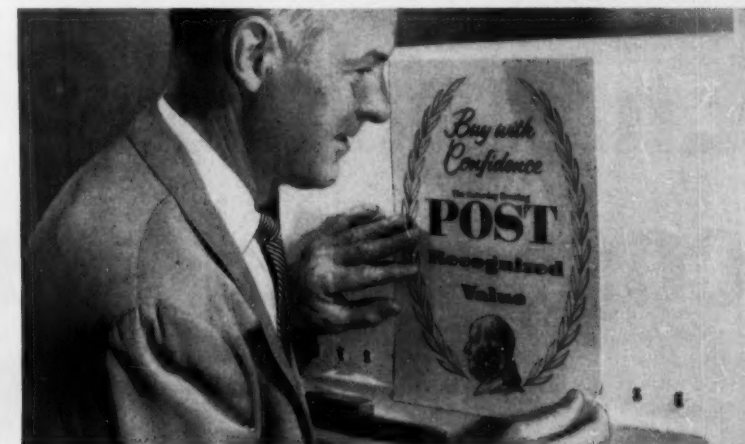
**4.** Handy string tags tell customers at a glance: here is a Post Recognized Value. A tried-and-true method for producing extra impulse sales.



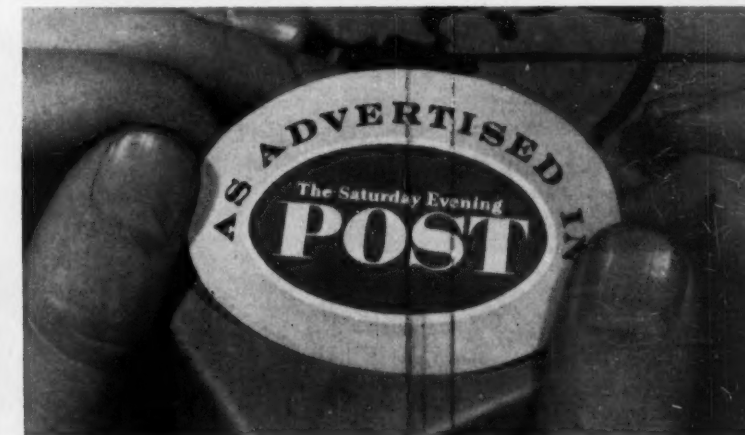
**6.** Post logotypes for your ads and tested ad-merchandising ideas complete the all-new kit. And a variety of mats is also available on request.



**1.** Post window posters will show passers-by that your store is headquarters for the famous brands they've seen in the pages of the Post.



**3.** Large Post Recognized Value stickers offer you an easy way of showing customers you carry the fine products they can buy with confidence.



**5.** Post product stickers give you still another opportunity to capitalize on national advertising. Be sure to use them on packages and displays.

**America's greatest merchandising magazine**

The Saturday Evening  
**POST** —gets to the  
A CURTIS PUBLICATION heart of America

**Mail coupon today!**

Don't miss out. Just send us your name and address. We'll send you your free sales-making Post merchandising kit immediately!

Merchandising Department, Dept. L 12  
The Saturday Evening Post, Philadelphia 5, Pa.  
Please send my FREE Post merchandising kit for the promotion of Post-advertised products.

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Store Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

# Speeds installations and repairs!

## Eliminates costly call-backs!

**NEW**

**AMPROBE**

*Junior*

**VOLT-AMP TESTER**

Now you can equip every one of your service men with this time-saving pocket tool. The Amprobe Junior pays for itself the first month alone by taking the guesswork out of installation and servicing jobs. When your service man "Amprobes" it, he gets it right the first time and eliminates costly come-backs. One pocket size tester does the complete job: measures current instantly without shutdowns; measures voltage accurately on a full-size calibrated scale without guesswork.

Write today for Catalog No. 132. Pyramid Instrument Corp., Lynbrook, N. Y. (Export Div.: 458 B'way, N. Y. 13. Cable: Morhanex).

**PICK THE RANGE THAT FITS THE JOB:**

MODEL "10": 0-10 AMPS AC. 0-125/250 VOLTS AC.  
MODEL "25": 0-25 AMPS AC. 0-125/250 VOLTS AC.  
MODEL "50": 0-50 AMPS AC. 0-125/250 VOLTS AC.  
MODEL "100": 0-100 AMPS AC. 0-125/250 VOLTS AC.

Other ranges for specific requirements also available



**19<sup>85</sup>**  
INCLUDING  
VOLTAGE  
TEST LEADS

### WASHINGTON

#### A Friend in Need

The Commerce Department is converting its National Production Authority from an emergency controls agency into a permanent "business services agency." The new agency hasn't got a formal name yet but its organization and functions have been mapped out.

It will consist of about 20 main industry divisions, including one for consumer durable goods. For the most part, the director of each division will be a private industry executive on a six-month rotation basis; his assistant will be a civil service career man familiar with the industry.

An industry advisory committee will meet regularly with the division director to continue the industry-government contacts set up by NPA.

The new agency will also have a production controls division to pull the strings on the defense materials system—issuing production directives on mills, granting priorities, allocating scarce ferroalloys, and writing the regulations. Actual metals allotments will be made by the defense department and the atomic energy commission.

Main job for the industry divisions will be to "service" individual industries. In a sense, a division will act as Washington clearing-house—or as a "friend in court"—for its particular industry. The service angle will be played up plenty.

In fact, you can expect something like this to develop: a small air conditioner manufacturer will come to Washington for aid on a contract or taxes or anything else. He'll find himself surrounded by "friends" in the consumer durable goods division to lead him around.

#### Rural Potential

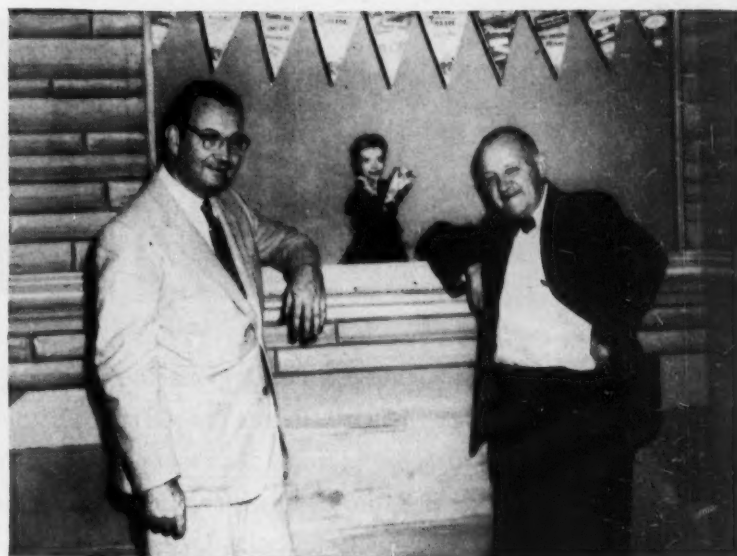
Electrical consumption in the Clay Hills area of the Mississippi may jump three times over 1949 levels within ten years. That is the finding of a survey conducted by the agricultural experiment station of the Mississippi State College in cooperation with the Bureau of Agricultural Economics of the U. S. Dept. of Agriculture. The use of new electric ranges, water heaters, freezers and air conditioners, yet to be purchased, is expected to account for most of this sizeable jump.

The most popular appliances found were irons, radios and refrigerators. Washing machines, according to the farm survey, were found in more than half the farm households. Electric fans were in use by some 43 percent. Electric ranges were reported to be used by 22 percent of the people, while only one lone television set turned up. Less than five percent had freezers.

As to be expected, the larger the farm, the more household electrical equipment. Both the number and variety of electrical appliances increased with higher income.



**IN STUDIOS** across the country Westinghouse distributors watch the televised introduction of new lines. The scene above is in Rockefeller Center, New York.



**READY** for closed circuit telecast are sales manager Joseph Walsh, left, and division manager T. J. Newcomb. (See page 192 for story.)

## TV Makers Talk Problems and Product

Talk of color TV and dealer margins shared the spotlight with new sets as the industry completed introduction of new radio-TV lines last month.

By and large, the pattern set a month earlier (when firms like RCA, Admiral, Philco and Zenith unveiled their new lines) was followed fairly closely as the remainder of the major producers showed their new sets. (See page 163 of the July issue of *ELECTRICAL MERCHANDISING* for the story on earlier models). Prices remained fairly stable (although Emerson dropped its 17-inch leader to \$149.95) and lines remained very broad (although Motorola emphasized that it was limiting the number of sets in its lines.) As with the lines introduced earlier, 24 inch sets appeared in greater numbers—and more people joined the hi-fi parade in the radio field.

But at these late June and early July conventions the talk of color and increased dealer margins played a bigger role than they had at the early June showings.

Motorola, for example, devoted a considerable part of its distributor meeting to talk of dealer and distributor operating problems—and drew heavy applause when it announced that it was lengthening discounts and shortening its TV line. The firm also announced its entry into the hi-fi field.

Emerson drew its share of headlines with its low-priced TV models and a pocket portable radio. But considerable time was devoted to discussion of the impact of color TV on the market and to the problems facing dealers.

Westinghouse formalized its intention of going after a bigger share of the TV market by announcing a broadened line of sets, two price leaders, and an ambitious advertising and promotion campaign.

Sylvania introduced a 42-model TV line, reduced prices on some of its "halolight" models and showed a clock-radio with a "panelescent" face.

CBS-Columbia told its distributors

- Introduction of 1954 radio and TV lines is spiced with some frank discussion of color TV, margins and shorter lines
- As far as the new lines go, interest still is centered on price, on new tube sizes, and on addition of hi-fi radio

the firm was going after a 50 percent increase in business and raised margins on four 21-inch promotional sets "rather than meet last-minute price cuts by other manufacturers."

General Electric showed a 29-model line "completely re-styled at competitive prices."

Here are the details on the new lines:

### Emerson

Emerson officials called in the press twice during the firm's distributor convention in New York in late June.

The reason for two press conferences: the firm had what it considered important news in both the radio and TV fields, was anxious that one not steal the thunder from the other.

At the first meeting, the firm revealed that its 1954 TV lines would include 44 models with price leaders at \$149.95 (for a 17-inch set) and \$199.95 (for a 21 inch set).

At the radio meeting the firm showed a personal pocket portable radio measuring only six inches in width and 1.5 inches in depth.

Distributors were also treated to a candid evaluation of a number of problems facing the industry by Emerson president Ben Abrams. Typical of his comments:

**Color:** "Releasing color receivers as soon as possible will have a stimulating effect on the sale of black and

industry. I am referring to commercial bribery. The free trip, the free vacation, cash gratuities to dealer salesmen and other similar devices do not produce profit. Dealers should concentrate on fewer lines and limit purchases to a four-week supply."

### Sentinel

A 17-inch table model at \$179.95, \$20 less than last season, is included in the 1954 TV line introduced by Sentinel Radio Corp. in late June.

The firm's TV line includes 17, 21, 24 and 27-inch models while its 23-model radio line includes clock, table and portable radios.

Distributors sitting in on the new model introductions were also given a preview of the firm's ad plans.



**A POCKET PORTABLE** is shown newsmen by Emerson president Ben Abrams. Model shown has panel removed to show speaker arrangement.



# G-E MAKES THE

● General Electric gives you a complete new line to outsell, outgross and out-net them all. Prices range from \$17.95—the lowest G-E radio price in 10 years—to \$69.95...for a 7-tube (plus rectifier) AM-FM radio. Now you can offer a G-E Radio to fit every purse—and there's no extra charge for choice of colors! See your G-E Radio Distributor today.

General Electric Company, Radio and Television Department, Electronics Park, Syracuse, New York

Prices subject to change without notice.



Model 546

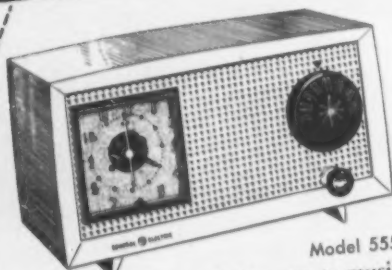
New! Again G-E gives more than any other Clock-Radio \$39.95\*

New! At no added cost—phono-jack and Audio-Magic Switch—one-knob volume control for radio and records.

Choice of 4 colors, same low price!

Plus! All the other famous G-E Clock-Radio features. Lulls you to sleep, wakes you to music or news, turns appliances on or off automatically.

\*Slightly higher West and South



Model 555

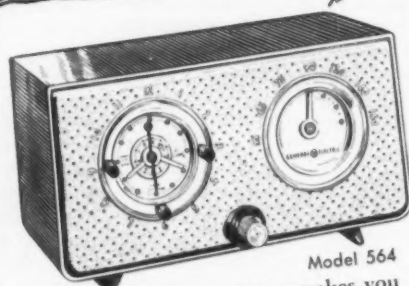
New Low Price! Wakes you to music—turns on your favorite programs. Only \$26.95



Model 560

Brown or ivory—same low price. Wake-up feature—buzzer alarm.

\$32.95\*



Model 564

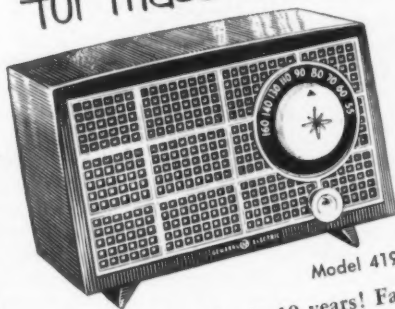
New! Lulls you to sleep—wakes you to music. Green, red or ivory.

\$36.95\*

*You can put your confidence in—*

# BIGGEST NEWS IN RADIO!

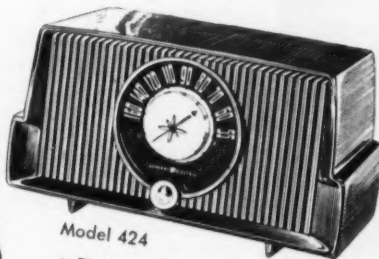
New! \$17.95 Radio  
for mass sales!



Model 419

- Lowest G-E price in 10 years! Famous G-E features—G-E Dynapower Speaker, G-E Beamscope antenna. Attractive compact cabinet.

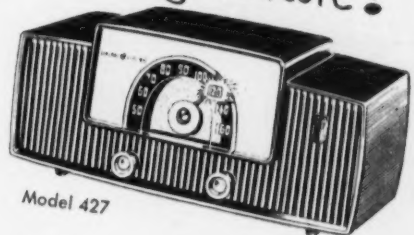
New! Easy-tune dial  
Mahogany or Ivory—  
Same low price!



Model 424

- Full-size G-E Dynapower speaker for fine tone. Powerful G-E Beamscope antenna. Large station numbers for fast tuning. **\$21.95\***

New! Dial-Beam Model  
with radio's brightest  
selling feature!



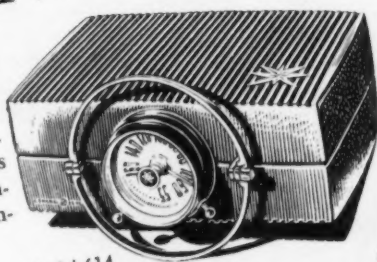
Model 427

- Now with phono-jack and G-E Audio-Magic Switch—one-knob volume control for radio, records. Three colors—same low price. **\$26.95\***

New! 2-in-1 All-Year Radio!

A powerful portable and a  
smart table model too!

- AC-DC or batteries. Plays upright or on its side. New finger-tip controls—more accurate tuning. **\$49.95\***



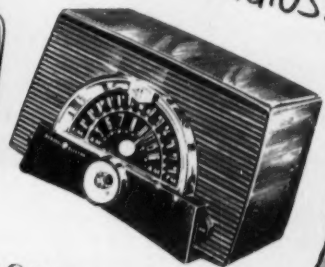
Model 614

New! Double Feature Radios!



Model 436

- Standard and Short-Wave. Full 6-18-megacycle short-tuning. **\$39.95\***



Model 440

- G-E FM-AM Radio, 7 tubes plus rectifier—phono-jack with Audio-Magic Switch. Tone Control. **\$69.95**

GENERAL  ELECTRIC

# One Minute NEW AUTOMATIC

AQUA-MATIC  
BALANCED  
TUB

220  
DEGREE  
AGITATOR  
ACTION

SELECTIVE  
CONTROL  
DIAL

750 RPM  
SPIN  
WITHOUT  
VIBRATION

CLOTHES  
REQUIRE  
LESS  
DRYING

EASY  
TO  
SERVICE

America's newest automatic washer with the exclusive features most wanted by housewives.

**AQUA-MATIC BALANCED TUB** . . . positively eliminates vibration. Provides faster water removal and more efficient operation.

**220° AGITATOR ACTION** . . . washes more thoroughly. Quickly loosens embedded dirt. Makes clothes cleaner.

**SINGLE DIAL CONTROL** . . . easy to repeat or skip any step in the automatic cycle. Selective water temperature, water level or washing periods for large or small loads and different fabrics.

Get details today on this newest finest automatic with the amazing new Aqua-matic balanced tub. Also ask for information on complete One Minute line including conventional washers, driers and drain tubs. Write.

**ONE MINUTE WASHER CO., KELLOGG, IOWA**

## Sylvania

Sylvania distributors (gathered in Buffalo in early July for a preview of the firm's 1954 TV lines) got a surprise look at the firm's pilot color television console.

To distributors watching the color demonstration, John K. McDonough, general manager of the Sylvania radio and television division promised that "when color is ready, Sylvania will certainly have it." He maintained that "there will be definite market potentials for both color and monochrome for many years to come."

The 42-model line begins with a 17-inch table model at \$179.95 and includes a 27-inch console with remote control for \$899.95.

An electric light compressed almost to paper thinness is used to make up the clock face and vernier dial face in the firm's new "nightlighter" clock-radio. The brightness of these "panel-escents" dials can be adjusted by rheostat control.

Details of an extensive fall advertising program were explained by advertising and sales promotion manager William Stroben. Newspaper, magazine and TV advertising will be used and a variety of dealer aids are available.

## Westinghouse

The "most complete line ever offered the public", spearheaded by two price leaders (a 17-inch set at \$179.95 and a 21-inch at \$199.95), was shown to Westinghouse distributors last month through a closed circuit telecast which was picked up for audiences in 32 cities.

The introduction of the sets was accompanied by a prediction on the part of T. J. Newcomb, manager of the firm's television-radio division,

that Westinghouse would sell more TV sets this fall "than we turned out all of last year." The firm will produce a "tremendous volume of radios" as well) Newcomb added. He said Westinghouse is the fastest growing line in the industry.

The closed circuit telecast featured Newcomb and sales manager J. F. Walsh as well as TV stars Rex Marshall, Roy K. Marshall, Ben Grauer and Herman Hickman.

A new chassis and antenna and a new AM-FM circuit "more sensitive than ever before" were highlights of the firm's new radio line.

An ad campaign aimed at backing up Newcomb's ambitious sales aims was described for the distributors by Sheldon Myers, manager of advertising and sales promotion. Included are magazine ads, insertions in Sunday supplements, participation on Studio One and professional football telecasts, and newspaper advertising. A \$100,000 traffic-building contest to tie in with the Westinghouse telecasts of the pro football games was also announced.

## Stromberg-Carlson

Predictions that 1953 will be the greatest volume year in Stromberg-Carlson history highlighted the firm's annual distributor convention in Chicago last month.

President R. C. Tait, who made the prediction, assured distributors that the fall season sale of television and high-fidelity combinations would be substantial in existing markets.

The new Stromberg-Carlson line included 18 new cabinet designs, with all television models available with chassis featuring a choice of VHF-UHF strip-type tuner or continuous 82-channel VHF-UHF tuner at additional cost.

## Star Show for Crosley



**FINAL BRIEFING** is given to stars of Crosley television show by Harry McCullough, left, Crosley's general manager for radio and television. The show was part of the distributor preview of Crosley's 1954 television line. Others left to right: Snooky Lanson, Dorothy Collins, Raymond Scott, Russell Arms, and Andre Baruch, all of "Your Hit Parade" which Crosley will co-sponsor; and Victor Borge.



**HONORS** for Motorola's star distributor salesmen are handed out during luncheon at the firm's 25th anniversary distributor convention in Chicago. Vice-president Ed Taylor hands out watches to winners as vice-president William Kelley calls them up. Seated at Kelley's right is vice-president Bob Galvin.

## Motorola

Inadequate discounts and extremely broad lines of television are producing problems of "alarming proportions" for the industry and "well-organized dealers and distributors are finding it impossible to make a profit on television."

That's the thinking behind Motorola's decision to lengthen its discount structure and limit its TV lines, executive vice-president Robert W. Galvin told the company's distributors last month.

There are four phases to the company's fall merchandising program, Galvin said:

- 1) Limiting the number of models to a minimum
- 2) Holding competitive list prices
- 3) Lengthening the discount on the majority of models
- 4) Lengthening the discount on every model priced under \$300.

Galvin's analysis of market conditions and his four-point prescription for better health in the industry drew healthy applause from the distributors assembled in Chicago's Palmer House for the mid-summer sales convention. Drawing heavy applause, too, were

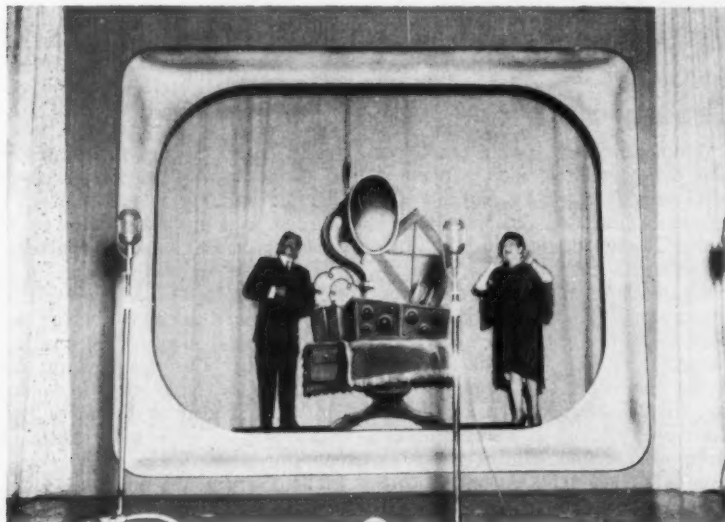
two new products which Motorola hopes will keep it "in first place" in the radio industry. They were:

—a clock radio at \$29.95

—a hi-fi table model radio-phono to list at \$99.95. This unit incorporates a new tone arm which employs a newly developed capacitative type of pick-up cartridge. The record player makes use of the entire radio circuit and a 6 by 9 inch inverted speaker.

The shortened TV line included 20 models with a 17-inch price leader at \$179.95. For the first time the company included 24 and 27-inch models in its lines. The firm's lowest priced 24-inch set is pegged at \$399.95 while two 27-inch models are priced at \$595 and \$679.

In outlining the "alarming" problems facing the industry, Galvin said that they fell into two types: those which dealers could solve themselves by "self-improvement and mutual help" and those which "manufacturers can do something about." Galvin said that he felt that the firm's "major competitors" had ignored "their problem and responsibility" recently by introducing extremely broad lines and by "ignoring or giving little attention to the problem of discounts."



**AN AMBITIOUS STAGE** show was used by Motorola in presenting its new lines. Here, the calendar is turned back to the early 30's as a husband and wife listen to their first radio.

*Intercommunication's  
most complete line is*

WEBSTER ELECTRIC  
**Teletalk**

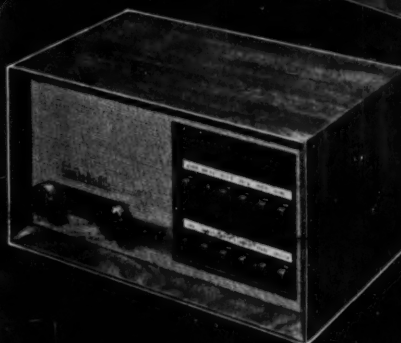
### DE LUXE SERIES 900

Executive Model.  
Genuine walnut cabinet.  
Capacity, up to  
24 stations.  
(Larger-capacity  
models available  
on special order.)



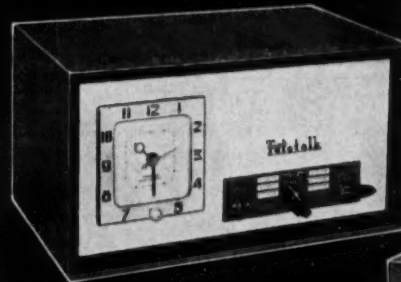
### STANDARD SERIES 700

Harmonizes with all  
modern office furnishings.  
Walnut cabinet.  
Capacity, 6 to 24  
stations. (Larger-  
capacity models  
available on  
special order.)



### SERIES 1100

New electric clock model.  
Walnut-grain plastic  
cabinet. Capacity,  
up to 10 stations.



### SERIES 1000

Popular for medium-sized  
installations. Cabinet is  
of walnut-grain plastic.  
Capacity, up to  
10 stations.



### LOW-COST SERIES 600

Ideal for use by smaller  
businesses. Walnut-grain  
plastic cabinet. Capacity,  
up to 10 stations.



**MODELS TO FILL  
EVERY BUSINESS NEED**

**WEBSTER ELECTRIC**  
RACINE WISCONSIN

"Where Quality is a Responsibility and Fair Dealing an Obligation"  
WEBSTER ELECTRIC COMPANY, RACINE, WISCONSIN • EST. 1909

WEBSTER ELECTRIC CO., Dept. EM-8, Racine, Wisconsin

Please send full information on Teletalk—the most complete  
intercommunication line.

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

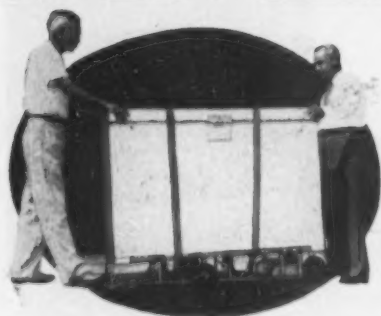
**GET THE VERY BEST**

**COLE LAUND-R-VENT**  
for automatic clothes dryers. Friction free. Rust and ice proof. Built entirely of aluminum. 3" and 4" sizes. Prices start at \$2.55. Complete kits available.

**AT THE VERY BEST PRICES!**

**COLE AUTOMATIC DRAFT CONTROL**  
for stove and space heaters. Friction free. Knife edge bearings. 7 standard models—from 4" to 7". Also controls for every domestic and industrial application.

**COLE-SEWELL ENGINEERING CO.**  
2288 UNIVERSITY AVENUE • ST. PAUL 14, MINNESOTA



### The First Truck Designed to Handle HOME FREEZERS

and All Types of Domestic Appliances

Escort's Model DF-66 Appliance Truck was designed to eliminate all problems of appliance movers who must move everything from oversized home freezer units to pianos.

Five big features including 2 sets of 6" wheels and the famous roller-bearing Crawler Tread.

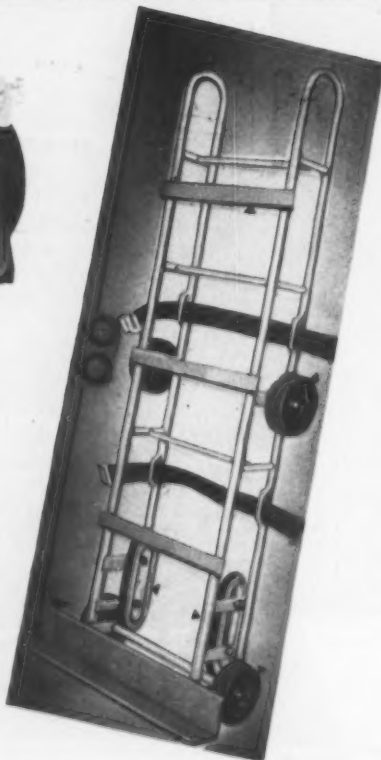
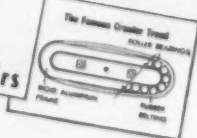
Write for information and descriptive folder.

# Escort

APPLIANCE TRUCKS

**STEVENS APPLIANCE TRUCK CO.**  
Norton Road P.O. Box 897 Augusta, Ga.

**Eliminates Lifting  
Allows Moving in  
Close Quarters  
Crawls Up - Down stairs**



## CBS Shows Its Line



**TOP BRASS** of CBS-Columbia show off the firm's new high fidelity unit during the New York showing of the new CBS line to distributors at the Waldorf Astoria. Looking toward a year in which CBS hopes to double its sales volume are (left to right) vice president Lou Hausman, president David Cogan and sales manager Roland Payne. Cogan announced an aggressive sales policy with the "right merchandise at the right time"; and predicted industry TV sales of 6,600,000 sets for 1953.



**NEW LINE** for CBS-Columbia was plugged by sales manager Payne during two-day affair at the Waldorf in New York. CBS introduced high fidelity in both TV and radio to distributors, bringing out its "360 hemispheric" sound system in console units. In addition to the business meetings, distributors heard address by CBS president Frank Stanton and viewed a demonstration of color TV. Also included was a visit to the firm's Long Island City plant, plus a night of entertainment by CBS radio and TV stars.

## General Electric

"Unprecedented production" of both radios and television is planned by General Electric's radio and TV department for the new lines shown at the Chicago markets in late June.

Factory TV inventories are at an absolute minimum and the firm has continued production through the normal vacation shutdown period, marketing manager E. F. Peterson said in introducing the firm's new 29-model TV line. In radio, Peterson said that the firm would double its output of sets during the second half of the year. Twenty-four new models were shown in the radio line.

Emphasis on the new TV lines "will be on a completely new styled line at competitive prices".

## Olympic Line

The "strongest line" in the history of the company was unveiled by Olympic Radio & Television, Inc., in Chicago in late June.

Morris Sobin, Olympic president, said that he based this estimate on the "aggressive thinking in product design as well as in merchandising" which was embodied in the new line.

Seventeen TV sets and a new cocktail table radio-phono combination are included in the line. Price leader is a 17-inch table model in mahogany at \$179.95.

The company also previewed several models in a "HiFi" series. Details of a merchandising program for the models will be announced later, officials said.

## Hi-Fi for Webcor

Webster-Chicago Corp., jumped squarely into the hi-fi market last month.

The firm, which claims to be the world's largest manufacturer of phonographs, has long had a limited stake in hi-fi business through the use of its record changers in custom installations by hi-fi specialists. Last month, however, the company took the wraps off its "Musical", a phonograph with three speakers that, the company says, "produces true-reproduction tone in all parts of the room."

Besides the three speakers, the new unit incorporated these features:

—a loudness control that permits regulating the sound without a change in frequency response.

—uniform audio response from 50 to 12,500 cycles.

—a response control which allows the individual to vary the frequency response in order to attenuate the treble or bass.

—a five watt amplifier, a Webcor 121 type automatic three-speed record changer and a G-E triple play magnetic cartridge.

—a mass market price. In mahogany the model will list for \$149.50. In blond korina it is \$10 more.

There was no doubt that Webster-Chicago's executives had their eye on a specific market in marketing the new unit. In a press statement, vice-president Norman C. Owen said that "the Musical brings high fidelity within reach of the mass market in a convenient and practical form." And during the introductory press showing, advertising manager S. T. Seaman reiterated the mass market idea while admitting that the Musical would not satisfy most "golden ears or audiophiles."

## FM Sales Boosted

Average retail sales of FM-radios better than doubled in Michigan recently as the result of a cooperative promotional campaign.

Waldo Abbot, campaign chairman and director of broadcasting for the University of Michigan, said sales were up 50 to 60 percent generally, with some dealers showing increases up to 100 percent.

The sales boom followed a cooperative effort by more than 30 radio stations and dealers from southeastern Michigan and Northern Ohio.

## Thanks for Buying

Owners of Packard-Bell small-screen television sets recently received "appreciation award" certificates as part of a unique promotion program.

Kenneth R. Johnson, general sales manager for Packard-Bell, said the certificate was designed to thank the owner for his original purchase and advise him that he would receive a Packard-Bell clock radio free of charge if he purchased one of the company's big-screen TV sets during June.

**Tele King** introduces

# 24" TV

the **BIG** set...set for bigger than ever profits!

**Here Are Only A Few Of TELE KING's Sure-Sell Features!**

- **Bigger, Clearer Picture!**  
Rectangular screen.
- **Continuous, BUILT-IN UHF All Channel Tuning!\***  
No Strips...no additions needed.
- **Super Cascode Tuner!**
- **Directional Sound!**  
Auditorium tone quality.
- **Handsomely Styled Cabinets!**

**all this and more...  
plus the biggest  
mark-up in television!**

TELE KING offers 17", 21", 24" and 27" TV with all of these sales-attracting features.

\*Available at a small added cost!



KC 42



KD 43



KC 43B



KD 42B

# Tele King

**CORPORATION**

601 West 26th Street, New York 1, N. Y.

## Tele King "Star-Performer" RADIOS



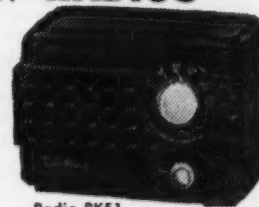
Radio RK41  
4 tubes...Gleaming  
Black Plastic

**Engineered for Pleasure-Packed  
Performance... Profit-Packed Sales!**

Smart Plastic Cabinets!

Light, Bright Decorator Colors!

"Technician Perfected" Engineering!



Radio RK51  
5 tubes...Smartly Styled  
Decorator Colors

**Tele King** Radios "Look Better... Sound Better... Are Better."

## NEW SALES SENSATION!



**Port-A-Phone**  
the portable  
WIRELESS intercom

every home,  
farm, office, business  
is already wired for Port-A-  
Phone . . . each a live prospect  
for volume sales . . . just plug in and

**talk and listen  
WITHOUT WIRES**

SELL these low-saturation  
markets:

- \* FARMS
- \* OFFICES, STORES,
- \* BUSINESSES
- \* INDUSTRY
- \* HOMES
- \* PUBLIC BUILDINGS

Low-priced for mass sales . . . Two  
units, complete, ready to use . . .  
suggested list price, only \$84.50  
pair. Additional units \$42.25 each  
(slightly higher west of the Rockies  
and in the South)

Available at leading distributors everywhere.

Write for "hard-hitting" sales literature.

A few choice territories still available  
for experienced representatives.

**FEILER**

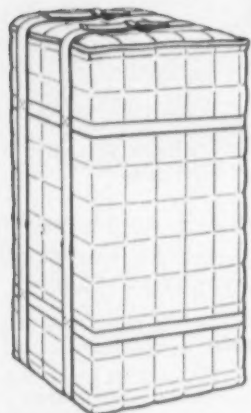
**ENGINEERING & MFG. CO.**

8026 N. Monticello Avenue • Skokie, Illinois  
(Chicago suburb)



- ★ NO WIRES . . .
- ★ NO INSTALLATION
- ★ JUST PLUG IN
- ★ DESIGNED TO BLEND with  
any furniture
- ★ COMPLETELY PORTABLE
- ★ WORKS ON STANDARD AC  
or DC CURRENT
- ★ ECONOMICAL TO USE

## ...How's this for PROTECTION?



RUGGED CANVAS JACKET  
THICKLY QUILTED  
FLANNEL LINED • WATER REPELLENT  
FITS ALL APPLIANCES  
COVERS TOPS AND SIDES  
HANDSLING FOR EASY CARRYING—  
MOVING—LIFTING



## SLINGABOUTS

Protect appliances, handlers, and customers' property. Build pres-  
tige with clean, safe delivery. Slingabouts slip on in seconds and  
give years of service.

WEBB WRAPABOUTS offer the same superior protection for TV  
and radio sets.

WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.

Send Slingabout or Wrapabout prices for Model #

Make

Name

Address

City

State

- Refrigerators
- Radio
- TV
- Range
- Washer
- Other
- (please specify)

## Opening a New Market



HUMOROUS SKETCHES of a dealer's troubles are acted out by members of West-  
inghouse's "New Market TV Sales Team" which visits a new television market  
area about the time a new TV station is going on the air. The six-man team  
spends three weeks in each new market area, contacting local Westinghouse deal-  
ers, service agencies, and other groups. Above, Westinghouse finance manager  
brings joy to a local dealer when he tells him about the firm's finance plans.



ASSURED OF PROPER financing and sporting a presentable suit, local dealer,  
nicknamed "Wheeler Q. Dealer" in Westinghouse team's skit before dealers  
and their families, is visited by two sharpshooting sales and promotion men  
from the big city. They tell him of the Westinghouse national advertising  
program and leave him covered with sales promotion and advertising material.



SERVICE PROBLEMS of the new dealer are solved during visit of Westinghouse  
service expert and district service supervisor. The new market team has traveled  
to seven new television areas, paving the way for merchandising of Westinghouse  
TV. Shown above are parts of the team's show for dealers as presented recently  
in Columbia, S. C.

## MARKETING



**SUBURBAN DEALERS** Moe and Milton Schleicher "face the facts" in their White Plains, N. Y., store after publicly announcing their new pricing policy on service-free white goods. Long advocates of list prices, the brothers intend to continue holding the line on radio and TV.

## Price Cutting: A New Switch

**A suburban New York dealer gives up the fight for list on white goods, but holds the line on TV and makes no bones about telling the public why**

The growing fraternity of suburban New York price-cutters got a new member in mid-June—but one who joined on his own terms.

Schleicher's of White Plains, long a holdout for list prices in a ring of New York City chain and discount house branches, finally gave up, with one important and unusual reservation. Henceforth, said brothers Milton and Moe Schleicher in a full-page ad in the White Plains Reporter Dispatch, all service-free white goods will be sold at cost plus handling charges. But radio and TV, which constitute an important part of their business, will still sell at list.

**Their Copy.** "For years now," read the ad, "Schleicher's has been like the proverbial ostrich . . . head buried in sand, refusing to see and accept the revolutionary changes occurring in the merchandising of service-free white goods. The whole outlook in the field of retailing white goods has undergone a complete change during the past few years. A new type of selling has entered the picture. The manufacturers themselves, through their national advertising in newspapers, magazines, radio and television, demonstrate their product so completely that most customers are presold when they enter the retail store . . . indeed very often they know more about the complex product they're interested in than the retail salesman himself.

"Our job in retailing, therefore, has been tremendously simplified. We simply see to it that we have on display, side by side, the popular nationally advertised merchandise . . .

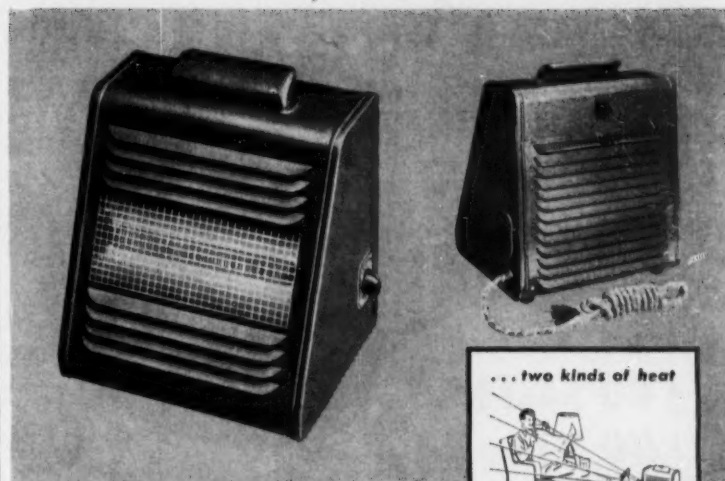
so that you, the buyer, can easily compare and make your choice. The balance of our job is in paper work and delivery.

**Their Reasoning.** Business in the New York suburbs is affected by the highly price conscious metropolitan market. Price shopping is standard procedure and, say the Schleichers, you hear the term "around the corner" in every store. The brothers have found that their white goods business has dropped off until it is no longer profitable. They intend to make a go of it or get out, and at the same time, help some of their discount competition out of business.

**Reaction.** Feeling among Schleicher's White Plains competitors is mixed. All of them respect the firm for holding the price line to date, but wonder about the future. "Someone has to go," they say. "He's silly," said one dealer across the street. "He's trying to outsmart the discount houses. He can't do it." But another dealer plagued with the "around the corner" dilemma simply said, "What can he do?" A third, questioned the same week the ad ran, did not even know about it. "Why they always sell at a clean price," he said.

**How It Works.** How the brothers work their new pricing structure runs like this. They figure they can move

so that you, the buyer, can easily compare and make your choice. The balance of our job is in paper work and delivery.



## NEW THERMADOR AUTOMATIC Radiant Heat Fan

**MORE HEATING FEATURES  
POPULARLY PRICED at \$29.95**

- It combines two heaters in one
- Thermador's balanced 4 blade aluminum fan for silent operation
- Shaded pole induction motor prevents radio & TV interference
- Automatic cut-off switch if overturned

list.  
incl. govt.  
excise tax

- Sensitive Thermador thermostat assures perfect temperature control
- PLUS MANY OTHER SPECIAL THERMADOR FEATURES

**HEAVILY ADVERTISED • WELL MERCHANDISED • WIDELY DISTRIBUTED**



**THERMADOR Electrical Manufacturing Co.**  
5119 District Boulevard • Los Angeles 22, California  
**Dealer inquiries invited**

3-377

## FIX 3 OUT OF 4 Television and Radio Receivers

**Just by  
reading  
this one  
book!**



**Gives all  
these helps**

- How to test and replace tubes
- How to test tubes without equipment
- How to eliminate receiver noises
- How to improve dim TV pictures
- How to solder
- How to repair, replace, and adjust:—Power supplies—Carbon and switches wire-wound resistors
- Controls and switches
- Condensers, coils, and transformers
- Tuning devices
- How to fix phonograph pickups
- How to repair wood and plastic cabinets
- How to install, adjust, and repair different types of antennas
- . . . and many others

Repair your own set or those of your friends with the really simple, practical methods shown in this book. Planned as the plainest sort of guide for men who want to become professional servicemen. So down-to-earth that anyone with the interest can quickly learn to handle three out of four of the breakdowns that usually occur in television and radio receivers.

**Just Published!**

## TELEVISION AND RADIO REPAIRING

by John Markus, Associate Editor, **ELECTRONICS**  
556 pages, 225 illustrations, \$7.95

### The practical, quick approach

Even before you're halfway through this book you can start actual repairs. Completely practical, it deals only with the things that go wrong in sets—the parts—and how to handle them, including trouble shooting, and mechanical methods such as soldering, tube replacement, wire splicing, etc.

### Simple, easy steps

For every television and radio part, no matter what make the set is, Markus shows you how to recognize symptoms of

trouble . . . how to test to make sure . . . how to order the new part . . . and how to install it. Numerous diagrams and repair pictures illustrate each step of the way.

**TELEVISION AND RADIO REPAIRING** shows you how to test television and radio parts with a multimeter, how to test and replace all tubes including picture tubes, how to solder parts, repair, adjust, or replace all parts, antennas, and even phonograph pickups and cabinets.

**FREE 10 DAY TRIAL**—Your first repair job pays for the book!

**McGRAW-HILL BOOK CO., INC., 330 W 42nd St., N.Y.C. 36**

Send me Markus' **Television and Radio Repairing** for 10 days' examination on approval. In 10 days I will remit \$7.95 plus few cents for delivery, or return book postpaid. (We pay for delivery if you remit with this coupon; same return privilege.)

Name . . . . .  
Address . . . . .  
City . . . . . Zone . . . . . State . . . . .  
Company . . . . .  
Position . . . . . EM-8  
This offer applies in U.S. only.

## MAKES DELICIOUS ICE CREAM AUTOMATICALLY!

**ENTERPRISE**  
home aid  
ICE CREAM FREEZER

- NO SALT!
- NO ICE!
- NO MESS!

Can be used in any  
electric refrigerator

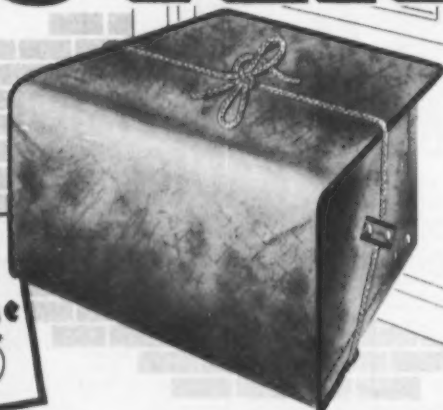
Here's the hottest selling sensation on the electrical appliance market today!...Something housewives have always wanted... delicious, old-fashioned, home-made ice cream—without all the

muss, fuss and bother of making it! The ENTERPRISE HOME-AID does the job automatically! No tiresome, time-consuming hand cranking... no ice needed... no salt to mess with!

Contact your distributor or write direct immediately for literature and full particulars

Made by The ENTERPRISE MFG. CO. of PA.  
3RD & DAUPHIN STREETS • PHILADELPHIA 33, PA.

## INTERNATIONAL AIR Conditioner COVERS



Made of  
Heavy Gauge  
Firestone  
Velon

The market's everywhere, ready and waiting, and ever-growing for these new International Air Conditioner Covers. Every air conditioner needs one—every owner can't do without it—protects against rain, snow, rust, drafts and dirt—saves costly servicing and repairs. Fits all air conditioners (21 custom made models to choose from). Attaches in a jiffy—fits perfectly. Waterproof, flame-resistant, self-extinguishing. Neutral tone durably stitched with black plastic binding and reinforced with stitched-in metal stays. Individually boxed in envelope type package. To retail from \$6.45 to \$8.45.

Write for price list.

INTERNATIONAL AIR CONDITIONER COVER  
39 Gt. Jones St., New York 12, N. Y.



some 600 units in white goods during the coming year. They will buy at carload prices. The Schleichers also figure that the static charges are the same on all units regardless of price and that they occupy about the same amount of floor space.

The fixed charges cover advertising, physical handling, display, repair or any possible damage and end-of-season markdown. These static charges run to \$21.75 per unit.

But Moe and Milton Schleicher do intend to make a profit and the variable figure is the investment per unit based on the factory cost to the dealer. Adding these two figures (fixed and variable) to the factory cost of the unit gives them the offering price. A unit listing at \$509.95 costs them \$353 from the factory. The old margin would be \$146—but the new one is only \$36, bringing the retail price down \$110.

A 9 cu. ft. Kelvinator refrigerator listed at \$449.95 is reduced to

\$349.95; a Philco 9.3 cu. ft. box at \$259.95 to \$199.95; a Bendix Gyromatic washer from \$299.95 to \$229.95; a Hotpoint automatic dryer from \$319.95 to \$249.95.

**Their Belief.** The Schleichers believe that no retailer is entitled to a percentage markup on service-free white goods. They think that his merchandise cost should enter into the margin picture only as interest on the investment of the unit.

"It costs the same to sell a \$400 deluxe unit as a \$200 stripped down model," they say. "Why the double margin?"

The Schleicher brothers claim to have seen the light.

**The Exception.** But the new policy which the Schleichers laid down applies only to service-free white goods. This they made plain: where they perform service, they expect to be paid for it. And radio and television, because of this service demand, will still be sold at list prices.

## What's In a Name?

Plenty, say Deepfreeze officials, who contend that their new "freezer food service" isn't a food plan because it lets appliance dealers get into the act

When is a food plan not a food plan?

The answer, according to executives of the Deepfreeze appliance division of Motor Products Corp., is that it's a "national co-operative freezer food service" instead of a food plan when it is designed especially for appliance dealers, locker operators and retail food outlets. Food plans bypass these sources, Deepfreeze officials say.

Deepfreeze field men, gathered at Genoa City, Wis., in mid-June for the firm's annual summer sales conference, were told that the new food service does more than merely eliminate those features of previous food plans which have come under fire from governmental and BBB sources.

Said J. Reynolds Carey, manager of Deepfreeze home freezer sales: "Our plan is not only the most complete and realistic approach to a successful merchandising marriage between home freezers and frozen food, it is the soundest method ever developed for selling home freezers in volume through established dealers."

Deepfreeze distributors will be in direct charge of the new food service program in their areas. They will supervise dealer activities, appoint food sources, train salesmen and supply home economists. Dealers will be selected on a basis of financial stability, promotional experience and reputation for ethical selling practices.

Consumers will be able to buy food from several authorized food outlets in their shopping areas. All participating dealers, locker operators and groceries will be known as branches of the National Co-Operative Freezer Food Service.

Carey told the field men that the new plan would triple freezer sales for distributors who merchandise it.

## 'Mama' Knows Best



PEGGY WOOD, one of TV's favorite "Mama's," prepares a cup of coffee in Farberware automatic coffee percolator, which she will help advertise this fall in national magazine ads. It will be part of S. W. Farber's biggest ad campaign.

## Broilers Promoted

Broiling broilers are being advertised on a wide variety of radio and television shows as part of an extensive promotional campaign by the International Appliance Corp.

Lou Bernard, general sales manager, organized the campaign, which is expected to continue for some time.

"The Broiling Point," a documentary film depicting the use of Broiling broilers, has been completed and will be used on television.



### Easy Filling with Amazing Featherway THERMOFIL

Now you can offer instant Non-Stop ironing with Thermofil. This smooth operating valve allows 5 second refilling for practically continuous ironing.

#### Check these Advantages!

Exclusive manufacturers of automatic dry and steam irons, Feather Way offers outstanding sales features like these:

Super heated steam penetrates ahead of ironing surface to remove dry wrinkles resulting from automatic dryers. Every iron plant-tested.



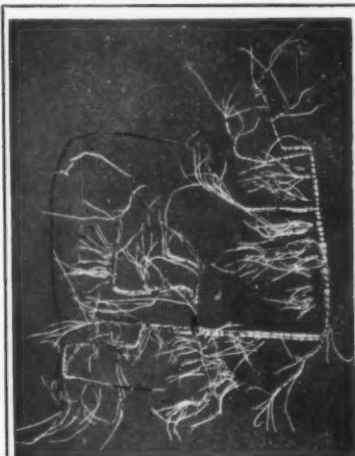
Also available, Feather Way Electric Iron, guaranteed finest on market for uniform heat, superior construction!

#### Bonus Extras!

Because Feather Way produces only irons, we can offer: A superior iron at competitive prices, better profit margin, increased turnover, smaller inventory, less service problems, bigger profits. Already, more than 500,000 satisfied Feather Way customers.

Please send catalogs and prices.

AMERICAN THERMO APPLIANCE CO.  
Grafton, Wisconsin.



## WIRE HARNESSES

to meet the most rigid specifications!

We invite inquiries on government and civilian work on harnesses, cord sets, cables and other wire and wire products.

Our plant-facility brochure is available upon request.

**Columbia**  
**WIRE & SUPPLY CO.**  
2850 Irving Park Road • Chicago 18, Ill.

## Air Conditioned Crying Towel



WITH A GIANT "crying towel" as a background, officials of O. A. Sutton Corp. and the Warren-Connolly Co., New York distributors for Vornado air conditioners compare notes on record-breaking metropolitan area air conditioner sales.

## All About Kitchens

What does it take in the way of promotion to break into a highly competitive new field?

You can get one answer from Republic Steel, now marketing a cabinet line under its own name for the first time. The firm is using a comprehensive program involving television, radio, sales promotions, local and national newspaper advertising, magazines and billboards.

Last January a specialized sales force began establishing Republic Steel Kitchens distributors and dealers throughout the nation. With the opening of each new sales outlet Republic Steel and its advertising agency, Meldrum and Fewsmith, Inc.,

distributed sales promotion material and set up RSK "Kitchen Centers." Keeping pace was Republic's Berger Manufacturing Division in Canton, Ohio, where newly-designed cabinets began rolling off assembly lines.

One of the highlights of the promotional campaign is Republic Steel's new kitchen planning guide, "101 Ways to Make Awkward Kitchens Behave." It illustrates how Republic Steel Kitchens overcome a variety of difficult modernization problems.

Other promotional activities include a color movie, "Young Mother Hubbard," now in production; a series of mats for use in the near future; and an intensive public relations program.

## Merchants Hall of Fame



REPRESENTATIVES of pioneer merchants elected to the new "Merchants of America Hall of Fame" display citations presented at the Merchandise Mart recently. Bronze busts of the winners will be erected on the plaza facing the Merchandise Mart. Left to right: A. L. Cornwell, who received the award on behalf of Frank Winfield Woolworth; John R. Wanamaker, for the man whose name he bears; Joseph P. Kennedy, owner of the Mart who presented the citations; Dwight W. Austin, for George Huntington Hartford; and Marshall Field III.

# TITAN

Thermostat  
ELECTRIC HEATERS

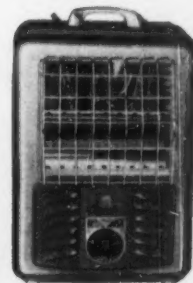
ATTRACTIVE  
STYLING!



MODEL 22

- It looks like a portable radio — heats like an old-fashioned stove! It's the answer to the smart housewife's demand for a really beautiful electric heater. Single control operates famous Therm-O-Dial Thermostat. 1320 or 1600 Watts. Powerful fan. Evercool case. \$19.95 retail.

IT  
SELLS  
ITSELF!



MODEL  
900

- This big value heater is loaded with features for irresistible sales appeal. Proven profit makers include two switches, amber signal light, thermostat, forced air and infra-red heat. 1320 and 1600 Watts. Evercool case.

\$24.95 retail.

Write today for  
complete information.



# TITAN

MANUFACTURING CO., INC.

BUFFALO 10.

NEW YORK

# Compare top brands OF PORTABLE ELECTRIC RADIATORS



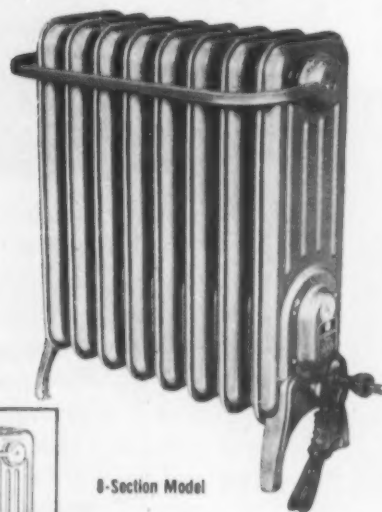
It's all electric! And no steam means less weight, less cost, faster warm up, smaller size.

CONCO RADIATOR FEATURES	5 Section Radiator	8 Section Radiator	10 Section Radiator
Retail Price	\$29.95	\$34.95	\$39.95
Capacity — Watts	850	1320	1600
BTU/Hr.	2900	4500	5450
Equivalent Sq. Ft. of Steam Radiation	12.10	18.75	22.7
Weight	25 Lb.	29 Lb.	32 Lb.
Heating Up Time	5 Min.	5 Min.	5 Min.
Water Required	None	None	None
Carrying Handle	Yes	Yes	Yes
Drying Rack	Yes	Yes	Yes
Safety Devices	None Needed	None Needed	None Needed
Size: Height x Width x Length	23 x 7 x 12½	23 x 7 x 19	23 x 7 x 23¾
Colors: Hammeroid Finish	Gray or Green	Gray or Green	Gray or Green
Underwriter's Laboratories Approved	Yes	Yes	Yes
Current	AC or DC	AC or DC	AC or DC

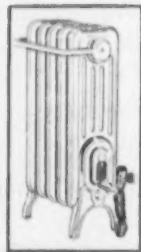
## ...and you'll stock CONCO

### "PORTALELECTRIC" RADIATORS three sizes - two colors

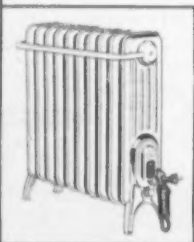
priced to sell  
as low as **\$29<sup>95</sup>** for 5-section model



8-Section Model



5-Section Model



10-Section Model

We're all steamed up about NO STEAM! Yes sir! Because these spanking new models are *all electric* they are lighter, smaller, safer, faster, and with greater heating capacity. And priced to sell 20% to 30% under other top brand portable electric radiators.

Use the Conco "fact-chart" to compare top brands — point for point, size for size — then see your jobber. The smart styling, crisp metallic finish, a choice of two colors makes your Conco display an eye-catching, purse-opening display. Order from your jobber today or write for literature.

## CONCO ENGINEERING WORKS

Division of H. D. Conkey & Company • Mendota, Illinois  
AFFILIATES:

Conco Building Products Inc.—Brick, Tile, Stone—Conco Materials Handling Division—Cranes, Hoists  
**NO WATER • NO RISK • IT'S ALL ELECTRIC**

## Salesmen Rated

A Flint, Mich., appliance distributor recently put into effect a consumer rating program to promote better salesmanship of Gibson refrigerators and other appliances.

W. W. Silkworth, the distributor, used newspaper ads, direct mail and store displays to ask 1,000 women shoppers to rate Gibson salesmen by judging their sales techniques on a four-point basis.

Consumers were invited to visit Gibson dealers and fill out a report asking: "Was the salesman friendly in his approach, did he ask which appliance you need, did he demonstrate any major benefits, did he ask you to buy any model you looked at?"

Shoppers who wrote the best 25-word statement telling why they would like a Gibson product were awarded prizes including a choice of a Gibson product and defense bonds. Salesmen who ranked highest in shoppers' reports were awarded cash prizes.

## One-Two Punch

RCA Victor's biggest advertising and promotion campaign in history, designed to sell the company's new Rotomatic television line, is now underway.

The giant campaign, which will employ radio and television network programs, eight leading national publications, and newspapers, is described as a "one-two punch" by J. M. Williams, manager of advertising and sales promotion for the company's home instrument department.

The initial phase of the program got underway in July with a "concentration of magazine, trade paper and newspaper space to get the line off to a good start," Williams said. After a tapering-off during August, the second punch will be delivered—a renewed, sustained September-to-Christmas drive in all advertising media, he said.

In addition to the Rotomatic line campaign, RCA Victor has two other programs underway—one to support radios and phonographs, and the other in behalf of the company's new portable radio, the Strato-World.

## Avco Expands

In a major expansion move, Avco Manufacturing Corp. has announced plans to integrate its present Canadian interests and purchase a large Canadian appliance manufacturing and distributing firm.

Avco's Canadian holdings will be formed into a new subsidiary, Avco of Canada, Ltd., according to Victor Emanuel, Avco head.

Avco will purchase all outstanding stock of Moffats Ltd., Toronto, one of Canada's leading appliance manufacturers and a distributor of electric and gas ranges. The assets of Avco's present subsidiaries, Bendix Home Appliances Canada, Ltd., and Crosley Radio and Television, Ltd., also will be purchased by the new firm.

## MANUFACTURERS' SALES

		First 4 Mos.	May	Five Months
DISHWASHERS.....	1953	55,336	12,459	67,795
	1952	40,696	7,961	48,657
	% Change	+35.97%	+56.50%	+39.33%
DRYERS, CLOTHES.....	1953	197,545	32,867	230,412
	1952	166,931	28,812	195,743
	% Change	+18.34%	+14.07%	+17.71%
FREEZERS.....	1953	369,819	70,279	440,098
	1952	196,040	71,774	267,814
	% Change	+88.64%	-2.08%	+64.33%
IRONERS.....	1953	77,129	9,323	86,452
	1952	56,117	12,652	68,769
	% Change	+37.44%	-26.31%	+25.71%
RADIOS, HOME.....	1953	1,493,738	278,156	1,771,894
	1952	1,245,281	288,927	1,534,208
	% Change	+19.95%	-3.73%	+15.49%
RADIOS, PORTABLE.....	1953	560,805	204,065	764,870
	1952	351,548	128,351	479,899
	% Change	+59.52%	+58.99%	+59.38%
RADIOS, AUTO.....	1953	2,076,188	497,379	2,573,567
	1952	1,081,490	215,478	1,296,968
	% Change	+91.97%	+130.83%	+98.43%
RADIOS, CLOCK.....	1953	862,989	129,391	992,380
	1952	537,426	115,588	653,014
	% Change	+60.58%	+11.94%	+51.97%
RANGES.....	1953	473,492	114,404	587,896
	1952	311,375	69,325	380,700
	% Change	+52.06%	+65.03%	+54.43%
REFRIGERATORS.....	1953	1,519,651	317,667	1,837,318
	1952	1,106,384	256,378	1,362,762
	% Change	+37.35%	+23.91%	+34.82%
TELEVISION.....	1953	2,827,821	481,936	3,309,757
	1952	1,647,708	309,375	1,957,083
	% Change	+71.62%	+55.78%	+69.12%
VACUUM CLEANERS.....	1953	1,099,735	252,404	1,352,139
	1952	973,423	216,969	1,190,392
	% Change	+12.98%	+16.33%	+13.59%
WASHING MACHINES.....	1953	1,238,376	286,515	1,524,891
	1952	935,504	213,668	1,149,172
	% Change	+32.38%	+34.09%	+32.69%
WATER HEATERS.....	1953	221,927	55,572	277,499
	1952	172,625	43,717	216,342
	% Change	+28.56%	+27.12%	+28.27%

\*WASHERS, IRONERS, DRYERS—Membership of American Home Laundry Mfrs. Assn.; VACUUM CLEANERS—Industry Estimate by Vacuum Cleaner Mfrs. Assn.; RADIO TELEVISION—Industry Estimate Radio-Television Mfrs. Assn.; ALL OTHERS—NEMA Members, Not Industry.

### Sales Meeting Held

A series of conferences highlighted the recent semi-annual sales meeting of National Presto Industries, Inc., in Chicago.

The company's activities for the first five months of 1953 were reviewed, and executives outlined the forthcoming sales, advertising and merchandising campaign. Jules W. Lederer, vice president and director of sales, said the company is preparing an outstanding advertising campaign.

### Cruise Offered

A cruise promotion, described as probably the first in the history of the electric housewares industry, was inaugurated recently by the Jay Broiler Co.

An expense-paid, five-day cruise to Bermuda was offered to dealers who

purchased a specified number of Roto-Broil 400's, according to Arthur O. Bregstein, general sales manager for Jay Broiler.

Participating dealers will sail aboard the "Queen of Bermuda".

### Arvin's Best Year

Sales and production of all Arvin products were at an all-time record high during the first half of 1953, according to Glenn W. Thompson, president.

Prospects are excellent for the remainder of the year, Thompson said, and "only completely unforeseen emergencies could block Arvin's progress toward the finest year in its history."

Radio and television sales were up approximately 63 percent over the first half of 1952, he said. Electric housewares output increased 69 percent over the first half of last year.

### Something New

The major appliance industry must recognize the American public's demand for "something new" and be ready to meet that demand, according to Herbert A. Warren, manager of distribution for the General Electric major appliance division.

"Planned obsolescence is already proving to be a key factor in all sales campaigns and retail activity," Warren said in a recent address to the New Orleans Electrical League.

### Silex Buys Chicago

The Silex Co. has announced purchase of all outstanding capital stock of the Chicago Electric Manufacturing Co. at the option price of \$900,000.

For the present, the Chicago company will operate as a totally owned subsidiary of the Silex Co. with consolidation plans to be announced.



with

## TWIN-MIX

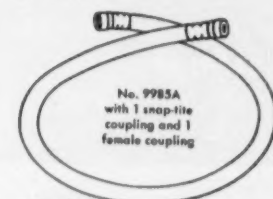
No. 1455

### Easy! Simple!

Here's how:

1. Use proper adapter for faucet.
2. Use TWIN-MIX on water valve on rear of washing machine.
3. Connect hose between adapter and TWIN-MIX.

**A REAL TIME-SAVER!**  
It's leakproof and foolproof. Permits compact, close-to-wall installation. Drain cocks are not necessary. Hose that comes with machine can be used.



No. 1161 No. 1160 No. 1159A



No. 1159C No. 280E No. 281E

See your washing machine parts distributor for other adapters and catalog or write: P&G Supply Co., Inc., 1455 Boston Road, Bronx 60, N. Y.



Here's something new to SELL TV!

# No More Blind Tuning!

The first sensible, functional  
approach to a major TV problem

See what we mean at your distributor's early August showing of the Hallicrafters anniversary line for '54! It's the first visible, external design change to come to TV. You'll see it at a glance—know at a glance it's sales dynamite! Finally, here is a real reason for your customers to trade in their old sets. They'll see it—and THEY'LL BUY IT!

See the new Hallicrafters — SEE the DIFFERENCE!

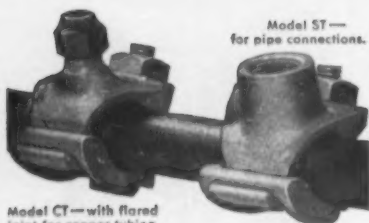
## hallicrafters 20th Anniversary

4401 West Fifth Avenue, Chicago 24, Illinois  
Hallicrafters Ltd., 51 Camden Street, Toronto, Canada

### Quick easy way

to make gas connections

FOR LAUNDRIES, DRYERS,  
REFRIGERATORS,  
AND OTHERS



Model ST—  
for pipe connections.

Model CT—with flared  
joint for copper tubing.

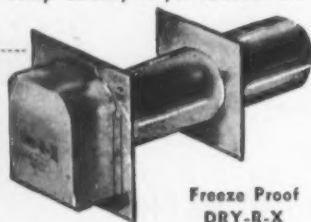
SKINNER-SEAL SADDLE TEE—for making gas and water connections. No pipe cutting or threading. Quick. Easy. Cuts costs. For gas refrigerators, home laundries, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

**M. B. SKINNER CO.**  
SOUTH BEND, 21, IND., U.S.A.

### DRY-R-X Clothes Dryer Exhaust VENTS

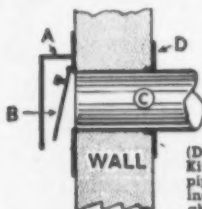
Help Satisfy Dryer Customers



Freeze Proof  
DRY-R-X

• Your clothes dryer prospects have heard about moisture, heat and lint. Assure them they'll have no problem... Install Dry-R-X.

• A Dry-R-X exhaust unit is the simple, economical way to vent most makes of clothes dryers. All aluminum. It's rust, weather and insect proof. New self-thawing feature eliminates any dangers arising from a frozen damper.



• Dry-R-X kit contains (A) Hood, welded to 6" square mounting plate (B) Automatic damper (C) 12 inches of 3" starting pipe (D) Finishing plate. Kit, with sufficient pipe for average installation, lists at about \$10.00.

See your supplier or write us

**DRY-R-X COMPANY**  
5521 Code Ave., Minneapolis 10, Minn.

## NEW POSITIONS

### Republic Steel



NORMAN W. FOY



L. S. HAMAKER



S. A. CRABTREE



R. W. HELMS



C. E. HOWES



C. K. REYNOLDS

Norman W. Foy has been elected vice president in charge of sales of Republic Steel Corp. He succeeds J. M. Schlendorf who has retired but will continue in a consulting capacity. Foy announced the appointments of L. S. Hamaker as vice president in charge of sales, and S. A. Crabtree and R. W. Helms as assistant managers of sales. In the Berger Manu-

facturing division of Republic Steel, Charles E. Howes has been appointed general manager of sales, succeeding Helms. Howes announced appointments of A. C. Rudy as manager of Berger's New York sales branch; C. K. Reynolds appointed manager of steel kitchen sales; and Herbert Steinkamp as assistant manager of steel kitchen sales.

### Ampro Corp.

William L. Haas has been named central division manager for Ampro Corp.

### Hallicrafters Co.

Douglas F. Natter has been named district sales manager in New England for Hallicrafters.

### Crosley Div., Avco Mfg. Corp.



C. F. MCGRAW

C. F. McGraw has been named product sales manager for radio in the Crosley division of Avco Mfg. Corp. He has been with the firm three years, most recently as Atlanta zone manager for radio and TV.

### A. J. Lindemann & Hoverson Co.



ANTHONY CELIO

Anthony Celio has been named sales promotion manager for A. J. Lindemann & Hoverson Co. Experienced in both retail and wholesale appliance fields, Celio was most recently with a distributor in the West.

#### Hoover Co.



WILBUR C. JONES

A group of managerial appointments was announced recently by the Hoover Co. Wilbur C. Jones has been named advertising manager of the company. Robert R. Quandt was appointed midwestern regional manager for the Hoover Co. special products division. The following area managers were named by William H. Bond, manager of the special products division: Woody C. Klingborg, Los Angeles; Werner Heydt, New York City; John Kelly, Philadelphia; Herbert E. Putnam, Hartford, Conn.; Melvin C. Hutchins, Charlotte, N. C.; Harold E. Howard, for the Pacific Northwest.

#### Coleman Co., Inc.

Tom Gibbons has been appointed director of advertising and sales promotion, Coleman Co., Inc. He will take charge of all sales promotion and advertising activities as part of a major expansion of the company's marketing operation. Gibbons formerly was advertising manager of Magic Chef, Inc.

#### Jordon Refrigerator Co.

Herbert Freedman has been named national sales director of the domestic lines of Jordon Refrigerator Co. He was formerly with Emerson Radio of Pennsylvania, Inc.

#### Pioneer Gen-E-Motor Corp.



M. J. WALKER

M. J. Walker has been named vice-president in charge of sales, advertising and merchandising for Pioneer Gen-E-Motor Corp.

#### Sub-Zero Freezer Co.



A. H. ROSE

A. H. Rose has been named general sales manager of the Sub-Zero Freezer Company.

#### Bell Portable Sewing Machine Corp.



LEONARD E. STRONG

Leonard E. Strong has been named vice-president and general manager for Bell, a subsidiary of American Steel and Pump Corp. Strong was formerly with Pfaff.

#### Revco, Inc.

Mrs. Irene Hay has been named assistant advertising manager for Revco. She has been with the firm since 1951.



ROBERT M. WILEY

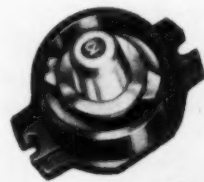
Robert M. Wiley has been named sales manager of the firm. He was formerly sales manager for Johnston Lawn Mower Corp.



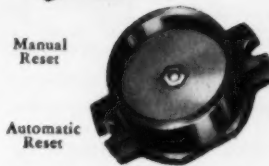
## Motor Repair Shop Foreman Finds KLIXON Protectors A Big Advantage

SO. NORWALK, CONN.: Vincent Golia, shop foreman of the Electric Motor Repair Shop, knows from experience how KLIXON Inherent Overheat Protectors prevent motor burnouts.

"We have seen so many cases where a seized bearing or starting switch failure would have caused a motor burnout but was prevented by a KLIXON motor protector that we feel they are definitely a big advantage."



Manual Reset



Automatic Reset

### Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated keep motors in electrical appliances and other motor-driven equipment from overheating and burning out. Look for equipment with Klixon-Protected motors for trouble-free motor operation.

**KLIXON**  
MADE IN U.S.A. U.S. PAT. OFF.

**SPENCER THERMOSTAT**  
Division of Metals & Controls Corporation  
2508 FOREST ST., ATTLEBORO, MASS.

**Available Soon!**  
**THE New HORTON LINE**  
 WATCH THIS SPACE or WRITE  
 HORTON c/o New Address  
 915 LIBERTY AVENUE  
 PITTSBURGH 22, PA.







**IRONERS** • **WASHERS**  
**DRYERS** • **PARTS**

**HORTON**, the oldest name in Washers, has a **NEW** address!  
 Send all **Inquiries, Parts and Service Orders** for all Horton Products: Washers, Ironers, Dryers, including Jacobs Laundrell to our  
**NEW ADDRESS:**  
 915 LIBERTY AVE.  
 PITTSBURGH 22, PA.

**THE HORTON COMPANY**

**COMPLETE KITS FOR HOME HAIRCUTS**



by **WAHL**  
 World's Largest Manufacturers of **ELECTRIC HAIR CLIPPERS!**  
**FULL PROFESSIONAL QUALITY**

- ELECTRIC HAIR CLIPPERS
- PORTABLE HAIR DRYERS
- POWERFUL VIBRATORS
- COMBS • SHEARS

**FREE FOLDERS**

**"How to Cut Hair at Home" FREE DISPLAY AND MATS**

The WAHL line of Home Hair Cutting products offers exceptional profit possibilities. Complete kits, individual clippers or other products.

All high quality but low priced professional type equipment. Send for full details... no obligation.

**WRITE FOR DETAILS**

Please send full details on your line of Home Hair cutting clippers and other products.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_

**WAHL CLIPPER CORP., Sterling, Ill.**

**The GIFT to SELL...**  
 For Home . . .  
 . . . or Office



**numechron**  
**CLOCKS**

**AUTOMATICALLY CALCULATE**

*"time at a glance"*

Model #700 TV clock and Lamp shown above retails at \$10.95. Other **NUMECHRON** Electric Clocks from \$9.95 to \$85.00.

Consult your distributor or write for Catalogue and attractive discounts.

**Personalized Imprinting Available**

**PENNWOOD NUMECHRON CO.**  
 7249-31 Frankstown Ave., Pittsburgh, Pa.

**John Oster Mfg. Co.**



**CHARLES W. PEARSON**

Appointment of Charles F. Pearson as advertising and sales promotion manager of the John Oster Manufacturing Co. has been announced. Pearson formerly was sales manager of the food freezer division of Gibson Refrigerator Co. He has been an advertising account executive and has held sales promotion and advertising positions with Hotpoint, Inc., and Servel.

**White Sewing Machine Corp.**



**G. G. NUSS**

G. G. Nuss, has been elevated to president and treasurer of the White Sewing Machine Corp. Other officers elevated recently were: J. M. Rebscher, vice chairman of the board of directors; Oscar Grothe, senior vice president; Floyd Shank, assistant secretary and assistant treasurer; B. W. Belock, controller; and Wilbert Schmid, assistant controller.

**Fasco Industries, Inc.**



**JAMES L. NEWMAN**

James L. Newman has been appointed advertising and sales promotion manager for Fasco Industries, Inc. He was formerly with a Rochester advertising agency.

**Ryan Industries**



**CHARLES SCHOENECKE**

Charles Schoenecke has been named general manager of Ryan Industries, manufacturers of food freezers. Schoenecke was formerly with Amana Refrigeration.

**Apex Electrical Mfg. Co.**



**LOUIS D. STULL**

Louis D. Stull has been named national sales manager for Apex automatic washers and dryers. He was formerly western division manager for the firm and has been succeeded in that post by Fred S. Fenton, Jr. Fenton, for 25 years western division manager for Easy, has left retirement to accept the Apex post.

**Gibson Refrigerator Co.**



**W. J. BROWNE**

W. J. Browne has been named manager of food freezer sales for Gibson Refrigerator Co. He was formerly manager of electric range sales for the firm. The company has also named three new divisional sales managers. They are: J. E. Mater in Kansas City, E. R. Vander Linden in San Francisco and J. L. Albers, the South.



Communist machine-gun fire dropped him in combat. But whole blood kept him alive, saw him through the hospital. He thanks you for his life.



She'd been exposed to polio. A new serum, Gamma Globulin, made from blood, helped ward off the dread disease. She thanks you for her life.



A tornado whipped suddenly across her home town. She was badly injured by falling debris. But a quick operation, several transfusions pulled her through. She thanks you for her life.

Three grateful people say:  
"We're **HERE ...**  
because you were **THERE!**"

Each one of these people is alive today because someone gave blood.

If you've given blood before, you know how easy it is—how quick and painless. And you know what a wonderful feeling it is when you realize that what you've done may give another person his life.

Now you are asked to give blood . . . again and again. And you can do it safely every 3 months.

Because America's need for blood has increased enormously—for our armed forces, for accident and disaster victims at home, for new disease-fighting serums.

Many a life hangs in the balance! Will you help? Call your Red Cross, Armed Forces or Community Blood Donor Center today!

#### **BUSINESS EXECUTIVES CHECK THESE QUESTIONS**

If you can answer "yes" to most of them, you—and your company—are doing a needed job for the National Blood Program.

- |   |  |
|---|--|
| <input type="radio"/> HAVE YOU GIVEN YOUR EMPLOYEES TIME OFF TO MAKE BLOOD DONATIONS?                                 | <input type="radio"/> HAS YOUR MANAGEMENT ENDORSED THE LOCAL BLOOD DONOR PROGRAM?          |
| <input type="radio"/> HAS YOUR COMPANY GIVEN ANY RECOGNITION TO DONORS?   | <input type="radio"/> HAVE YOU INFORMED EMPLOYEES OF YOUR COMPANY'S PLAN OF CO-OPERATION?  |
| <input type="radio"/> DO YOU HAVE A BLOOD DONOR HONOR ROLL IN YOUR COMPANY?   | <input type="radio"/> WAS THIS INFORMATION GIVEN THROUGH PLANT BULLETIN OR HOUSE MAGAZINE? |
| <input type="radio"/> HAVE YOU ARRANGED TO HAVE A BLOODMOBILE MAKE REGULAR VISITS?                                    | <input type="radio"/> HAVE YOU CONDUCTED A DONOR PLEDGE CAMPAIGN IN YOUR COMPANY?          |
| <input type="radio"/> HAVE YOU SET UP A LIST OF VOLUNTEERS SO THAT EFFICIENT PLANS CAN BE MADE FOR SCHEDULING DONORS? |  |

Remember, as long as a **single** pint of blood may mean the difference between life and death for **any** American . . . the need for blood is **urgent!**



NATIONAL BLOOD PROGRAM

# **GIVE BLOOD**

...give it again and again

## -AUGUST, 1953

SEARCHLIGHT SECTION  
(Classified Advertising)  
H. E. Hilty Mgr.

EMPLOYMENT

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Positions Wanted.....	209
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MERCHANDISE  
(Used or Surplus New)  
For Sale..... 209

*This index is published as a convenience to the readers. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING assumes no responsibility for errors or omissions.*

## General Electric Co.



PAUL A. WASSMANSDORF

Paul A. Wassmansdorf, manager of advertising for General Electric's small appliance division, has been appointed advertising manager of the G-E major appliance division. He succeeds John G. Porter, who has been named manager of the General Electric Home Bureau.

Wassmansdorf joined G-E in 1934. He became advertising manager of the plastics division before World War II.



S. M. FASSLER

He was later put in charge of advertising and sales promotion for several small appliances and in 1949 was named advertising manager for small appliances.

Wassmansdorf was succeeded by S. M. Fassler, who originally joined the advertising staff of G-E's appliance and merchandise department in 1933. Since 1949 Fassler has been advertising manager of the radio-TV division.

## Raytheon Mfg. Co.



T. R. MATHEWS

Two new sales appointments have been announced by Raytheon Manufacturing Corp., television and radio division. T. R. Mathews has been named assistant general sales manager at the Chicago headquarters. James Butler has been appointed eastern regional sales manager.

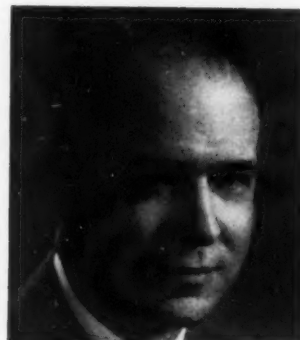
## A. O. Smith Corp.



J. H. BRINKER

J. H. Brinker has been named director of marketing. He has been with the firm since 1947.

## Casco Products



HARRY B. DAVIS

Harry B. Davis, Jr., has been named assistant vice president in charge of steam iron, heating pad and tool kit sales of Casco Products Corp.

Prior to joining Casco's home appliance division in 1948, Davis was eastern divisional manager for Toastmaster.

## Altorfer Bros. Co.

Henry W. Altorfer has been elected president and general manager of Altorfer Bros. Co., succeeding his brother, A. W. Altorfer, who is retiring. Henry W. Altorfer has been general manager of the Peoria, Ill., firm since 1933. He is the third Altorfer brother to head the laundry equipment firm.

## RCA Victor

A. Cameron Duncan has been named manager of merchandise operations of the home instrument department, RCA Victor. Duncan joined RCA Victor in 1936 and has been with the company in Texas, New York, Harrison, N. J., and the company's home office at Camden, N. J.

# MERCHANDISING

## SUPPLEMENT

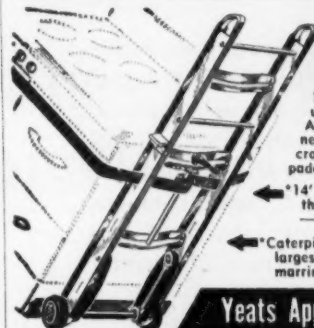
Products, Services—For More Sales, For More Profits

### UNDISPLAYED RATE:

\$2.25 per line per insertion. Minimum 3 lines. (First line in small black face type.) Fractions of a line count as line. Discount of 10% if full payment is made in advance for 4 consecutive insertions of undisplayed ads.

### DISPLAYED RATE:

\$19.30 per inch per insertion. Contract rate on request. (An advertising inch is measured vertically 1/4" on one column. There are 4 columns—48 inches to a page.)



CUT delivery time, SAVE unnecessary damage and work with the YEATS APPLIANCE DOLLY

Second story deliveries are no problem when you use the dolly with the easy-does-it features. Aluminum alloy frame, 58" tall, has smooth runners on back for easy off-on truck loading, curved cross members in front for round appliances and is padded with felt.

14' Web strap fastens appliances tight with the patented (30 second action) trap ratchet—a Yeats exclusive.

Caterpillar STEP GLIDE. Endless belt eases the largest appliances over stair edges without marring. Write for full information.

Yeats Appliance Dolly Sales Co.

2124 N. 12th St.  
MILWAUKEE 5, WIS.

### HAND TRUCKS

**AZ-102 BALANCE TRUCK**  
For Safe and Easy Handling of Ranges, Refrigerators, Home Freezers and Air Conditioning Units, Radio, Television and Window Cooling Units.

**CASTER X-75**  
No. 102 BALANCE TRUCK

**SELF-LIFTING PIANO TRUCK CO.**  
426 North Main Street Findley, Ohio

## Roll 'em with ROLL-OR-KARI DUAL TRUCKS

The safe, easy and quick way to handle appliances. Patented Step-On Lift—Folding handles. Cap. 1,000 lbs. Ship. wt. 45 lbs. REGULAR MODEL equipped with fixed wheels. DE LUXE MODEL with swivel wheels at one end. Write Dept. B

**ROLL-OR-KARI CO.**  
Manufacturers ZUMBROTA, MINNESOTA

## Modern Appliance Displays Need LIGHTED MOTION!

The Action Display-Way To Boost Your Sales!

**KASSON Roto-Sho**  
ELECTRIC TURNABLES

THE OLDEST NAME in turntables assures you profitable, trouble-free operation. Used by merchants nationwide for usual action displays. Model 712 ROTO-SHO illustrated, revolves 3 times a minute, permits novel, self-contained lighting effects as well as operation of electrical devices. Table 18" diameter. A.C. only. Sturdy steel construction. Guaranteed. Write today for complete turntable catalog including build-up fixtures!



**GENERAL DIE AND STAMPING CO.**  
Integrity Since 1919  
Dept. 65, 267 Mott St. New York 12, N. Y.

THERMOSTATS • COOK WELLS  
CUT-OUT SWITCHES • CORD SETS

## NESCO ROASTERS

★ Nation Wide Service  
★ Give Model and Description  
We also offer complete repair service.  
**POWER EQUIPMENT CO.**  
2373 S. Kinnick Ave. • Sheridan 4-3210  
MILWAUKEE 7, WISCONSIN

### MEND-IT SLEEVE

Permanently repairs broken cords in electric appliances and industrial equipment. Splices appliance cord, auto and truck ignition wire and all similar uses. Made in 5 sizes. Time-Tested—Successful—Economical. Write for Catalog.

**MEND-IT SLEEVE MFG. CO.**  
136 Bonita Av., Piedmont 11, Calif.

## SEARCHLIGHT SECTION

(Classified Advertising)  
EMPLOYMENT • MERCHANDISING  
SELLING — USED OR BUSINESS  
OPPORTUNITIES

**UNDISPLAYED RATE**  
\$1.80 a line, minimum 3 lines. To figure advance payment, count 5 average words as a line. POSITION WANTED & Individual Selling Opportunity wanted undisplayed advertising rate is one-half of above rate, payable in advance. BOX NUMBERS—Count as 1 line.

**DISPLAYED RATE**  
Rate: \$11.75 per inch for all advertising other than contract. Contract rates on request. AN ADVERTISING INCH: 1/4" on one column, 4 columns—48 inches—to a page.

REPLIES (Box No.): Address to office nearest you  
NEW YORK: 330 W. 42nd St. (36)  
CHICAGO: 520 N. Michigan Ave. (11)  
SAN FRANCISCO: 48 Post St. (4)

## SELLING OPPORTUNITY OFFERED

MANUFACTURER'S AGENT wanted. Strong sideline of lamps, smokers and novelties to supplement your main line. Chicago company in business since 1928. Line pays 10% commission. Expanding outlets. Write for territory. RW-8539, Electrical Merchandising.

## SELLING OPPORTUNITIES WANTED

ELECTRICAL SALESMAN, covering contractors, and stores N. Y. metropolitan area wants Manufacturers Agency or Sales Representation. SA-8375, Electrical Merchandising.

SALES ORGANIZATION confining its coverage to the State of Florida. Desiring lines from small and medium manufacturers. Complete representation including Architects, Engineers and Planning Boards. Straight commission basis. RA-8498, Electrical Merchandising.

## MOTOR EXCHANGE SERVICE

Your burnt out vacuum cleaner motors completely rebuilt guaranteed one year. Your cost \$6.50 G. E. tank motor \$9.50 1000 Rebuilt vacuum cleaners \$9.50 up. Rebuilt Tank Vacuum \$19.50 up. DEALERS' VACUUM CLEANER CO. 140 Neostand Ave. Brooklyn 5, N. Y. Parts For All Makes

## Whose Inventory Headache?

**P**RODUCTION figures for the first few months make 1953 look like a boom year. TV output for the first 25 weeks was in the neighborhood of 66 percent ahead of the first half of 1952. Refrigerators were 39 percent ahead for the first five months. Other gains: washers, 32 percent; ranges, 54 percent; freezers, 64 percent; ironers, 26 percent; dryers, 18 percent; water heaters, 28 percent; and dishwashers, 39 percent.

The volume of output is a practical demonstration of the optimism with which the industry planned for 1953. Producers who said in January that this would be a big year and that they would "make no little plans" have kept faith with their own estimates of the market.

But production figures don't tell the whole story. Sales, as reflected in inventory statistics, tell more.

Consistent reports from retailers indicate that sales to consumers so far have been little better than in 1952. Evidence to support their reports is immanent in the business unease prompted by the prolonged Korean truce negotiations, the squeeze on credit (which is fully discussed in the news section of this issue), and the fact that individual consumer savings for the first quarter of this year were, according to the Securities and Exchange Commission, the highest of any first quarter since the end of the war.

Retailers have been equally consistent in affirming that their inventories have been held at reasonably low levels. The lessons of the 1951 debacle, they say, have not been forgotten.

**W**HO, then, is piling up the surplus?

Product by product, the picture is mixed. Several home laundry manufacturers admit that automatic washer inventories at the factory level are up 50 percent by comparison with last year, up only slightly in the distributor's warehouse. With wringer washers the reverse is true—a big increase

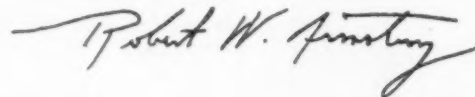
at the distributor level, only a small gain at the factory. Dryer inventories, say the same makers, are up over 100 percent at the factory, up 75 percent at the distributor warehouse.

Actual statistics are available to show that, in terms of actual units, neither the factory nor the distributor is dangerously overloaded with refrigerators, ranges, freezers, or water heaters. A typical example is refrigerators. A number of units equal to only 52 percent of May production was in inventory this year as compared to 80 percent last year.

However, the reports of some heavy inventories at the distributor level are still well founded because the wholesaler is carrying a heavier share of the load. At the beginning of June, 1952, distributors held 40 percent of the refrigerators in inventory while manufacturers warehoused the remaining 60 percent. Now the picture is practically reversed. Distributors carry 59 percent, the manufacturers 41. This year wholesalers hold 69 percent of the ranges; last year it was only 52 percent. This year they carry 59 percent of the water heaters; last year they held 49 percent. And distributors hold 50 percent of this year's freezer inventory as compared to 43 percent last year.

**I**F the dealer is refusing to be caught again as he was in 1951, it can only mean that the distributor is carrying more of his warehousing load—which is what a growing number of retailers say they want. But unless there is, as much of the industry says there will be, a marked pickup in sales to both consumers and retailers in this and the next four months, the situation could lead to an intensification of industry ills like transshipping and dumping—which wouldn't do anybody any good.

Before that happens, those who believe that a retailer should act only as a broker and that even a 30-day inventory is too much might well reappraise the cost.



Managing Editor

**W**RINGER-WASHERS have always been your bread and butter—and indications are strong they'll continue to be. Last year American housewives bought 1½ million wringer-washers—about half of all washers sold.

To cut yourself in on the bread and butter, demonstrate and display washers with Lovell wringers. And remember to point out the Lovell name. Women know it stands for quality. Use the seven big sales points below to really put the sale in your book. Lovell Mfg. Co., Erie, Pa. Also makers of the Lovell gas and electric Drying Systems.

## Are you forgetting the bread and butter?

### 1. LOW COST!

Customers like the smaller price tag on washers equipped with Lovell wringers. And the fact that they also save on soap, hot water, electricity and repairs.

### 2. FAST!

No long washing, rinsing cycle to wait for. Quick push or pull swings the Lovell Instinctive wringer to the next operating position. No groping for a lock lever.

### 3. DOES HEAVY LIFTING!

Conveyor action of a Lovell wringer does 90% of the heavy lifting. No more worries about washday backaches.

### 4. CLEAN AND GENTLE!

Dirt normally remaining in clothes is gently squeezed out by Lovell's Pressure-Cleansing action. Resilient rolls are kind to delicate fabrics, won't jam zippers or break buttons.

### 5. SAFE!

Lovell Instinctive wringers give AUTOMATIC SAFETY! A gentle pull on clothes or a push on the frame releases roll pressure on Lovell's new "62" wringer. Just a slight pull stops rolls instantly on Lovell's famous "77".

### 6. CONVENIENT!

With a Lovell-equipped washer you can start with dainty things, end up with overalls, all in the same suds. Set washing and rinsing time to suit yourself.

### 7. BUILT TO WORK BETTER, LAST LONGER!

"GUARDED TOP" DESIGN gives added protection. POWER ELECTRIC ROLLS, 3 rubber layers give right cleansing pressure.

HARDWOOD BEARINGS never need oiling, won't stain wash.

SINGLE LEAF SPRING gives balanced pressure.

ALL-STEEL H-TYPE FRAME prevents twisting or breaking.



*(Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer—and that the combination costs less than she thinks!)*

# NOW! KELVINATOR INTRODUCES A NEW AUTOMATIC DRYER

## That's Easier to Demonstrate

This sensational new Kelvinator Automatic Dryer can be demonstrated without trouble *anywhere!* On your sales floor, in prospects' homes . . . even at meetings of women's groups . . . *because* . . . it operates on either 115 or 230 volt current. No special wiring for live demonstrations required. Just plug it in anywhere . . . and "the show is on"!

## Easier to Service

Exclusive hinged top tilts up—easy access to all parts. No gears to get out of order. Only one motor—cylinder and blower belt-driven. Installation is a cinch, too. The new Kelvinator has a swivel exhaust outlet so it can be vented to either side or rear, permitting easier installation.

## Easier to Sell!

This new Kelvinator Automatic Dryer was designed for *you* . . . to put you in the strongest possible position to get your share of the dryer market. It has every feature for safety, efficiency and economy that years of field research have shown women want in a dryer. Here is your opportunity to capture new sales with a new dryer that meets every requirement for selling and *satisfying* customers!

### Dries by air circulation rather than by excessive heat

Kelvinator features "Breeze-Drying"—constant circulation of warm, dry air that *draws* the moisture out of clothes, rather than *baking* it out!

### Needs no adjustment for different fabrics

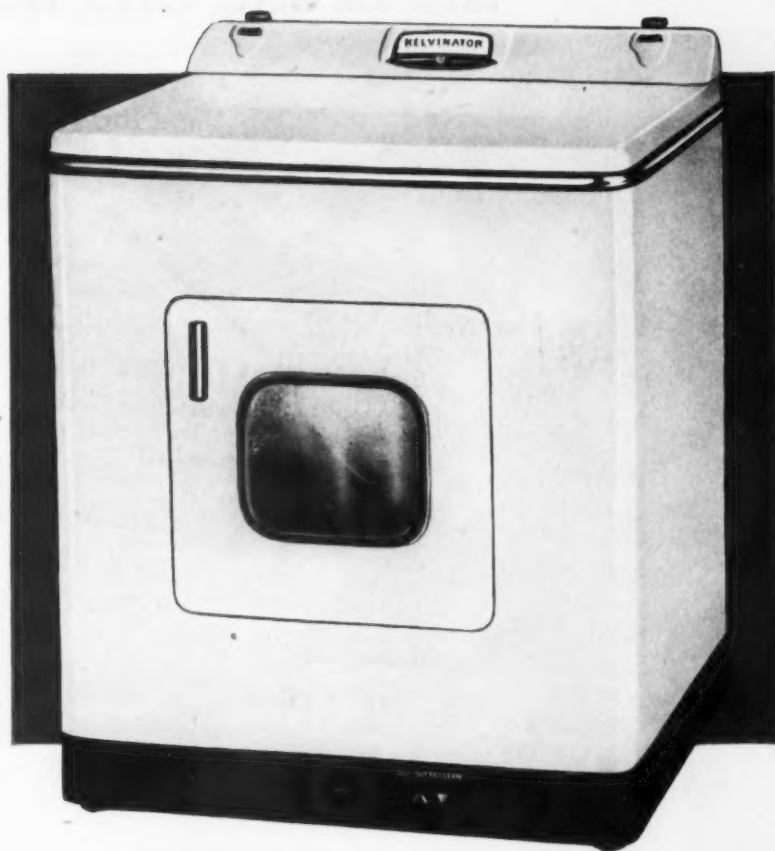
"Breeze-Drying" dries clothes at a constant, *safe* temperature. Heat is never high enough to harm fabrics—including the man-made "miracle" fabrics like Dacron®, dynel, nylon and rayon—as well as cottons, linens, silks and woolsens. Plastic buttons are safe, too!

### Glass-smooth porcelain drying cylinder

Kelvinator's drying cylinder is made of heavy-gauge steel, porcelain coated inside and out—smooth as glass. Holes are punched *outward* so no sharp edges can snag or tear clothes. The cylinder will never rust or corrode . . . never stain or discolor clothes.

### Full-depth lint trap gets *all* the lint

Lint is positively trapped in Kelvinator's full-depth lint trap. Removable from the front of the dryer, instead of the back, it is easily emptied. Location at bottom assures, to all practical purposes, the trapping of all lint.



### Safety door provides added protection and convenience

Dryer operation stops automatically when door is opened. This means added safety for homes where there are small children, as well as allowing user to add, inspect or remove clothes at any time during the drying cycle.

### Kelvinator's continuing progress means continuing progress for dealers

This new Kelvinator Automatic Dryer represents another step in Kelvinator's expansion program . . . a program that will bring Kelvinator dealers newer and better products to sell . . . along with newer and better methods to stimulate sales. This is in keeping with our pledge of "thinking, planning, and acting with the retailer's progress, profits and permanency as foremost consideration." If you'd like to learn more about why a Kelvinator Franchise is the most valued in the appliance field, we'll be glad to give you the complete story, *in confidence*. Just drop us a line.

\* © E. I. du Pont de Nemours & Co.

JOIN THE **Kelvinator** PARADE TO BETTER BUSINESS!

Division of Nash-Kelvinator Corporation, Detroit 32, Michigan



REFRIGERATORS • RANGES • FREEZERS • WASHERS • DRYERS • IRONERS • WATER HEATERS • DEHUMIDIFIERS • KITCHEN CABINETS • SINKS • "ELECTRO-DRAIN" GARBAGE DISPOSERS • ROOM AIR CONDITIONERS